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(12) **United States Patent**
Haimovitch et al.

(10) **Patent No.:** **US 9,710,844 B2**
(45) **Date of Patent:** **Jul. 18, 2017**

- (54) **OBJECT DRIVEN NEWSFEED**
- (71) Applicant: **Sears Brands, L.L.C.**, Hoffman Estates, IL (US)
- (72) Inventors: **Guy Haimovitch**, Kfar Saba (IL); **Eui Chung**, Huntley, IL (US); **Moti Karmona**, Hod Hasharon (IL)
- (73) Assignee: **SEARS BRANDS, L.L.C.**, Hoffman Estates, IL (US)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 720 days.
- (21) Appl. No.: **13/886,065**
- (22) Filed: **May 2, 2013**
- (65) **Prior Publication Data**
US 2013/0297697 A1 Nov. 7, 2013
- Related U.S. Application Data**
- (60) Provisional application No. 61/641,329, filed on May 2, 2012.
- (51) **Int. Cl.**
G06Q 30/06 (2012.01)
H04L 29/08 (2006.01)
H04L 12/58 (2006.01)
H04L 29/06 (2006.01)
- (52) **U.S. Cl.**
CPC *G06Q 30/0633* (2013.01); *H04L 51/32* (2013.01); *H04L 67/22* (2013.01); *H04L 67/26* (2013.01); *H04L 69/24* (2013.01)
- (58) **Field of Classification Search**
None
See application file for complete search history.

- (56) **References Cited**
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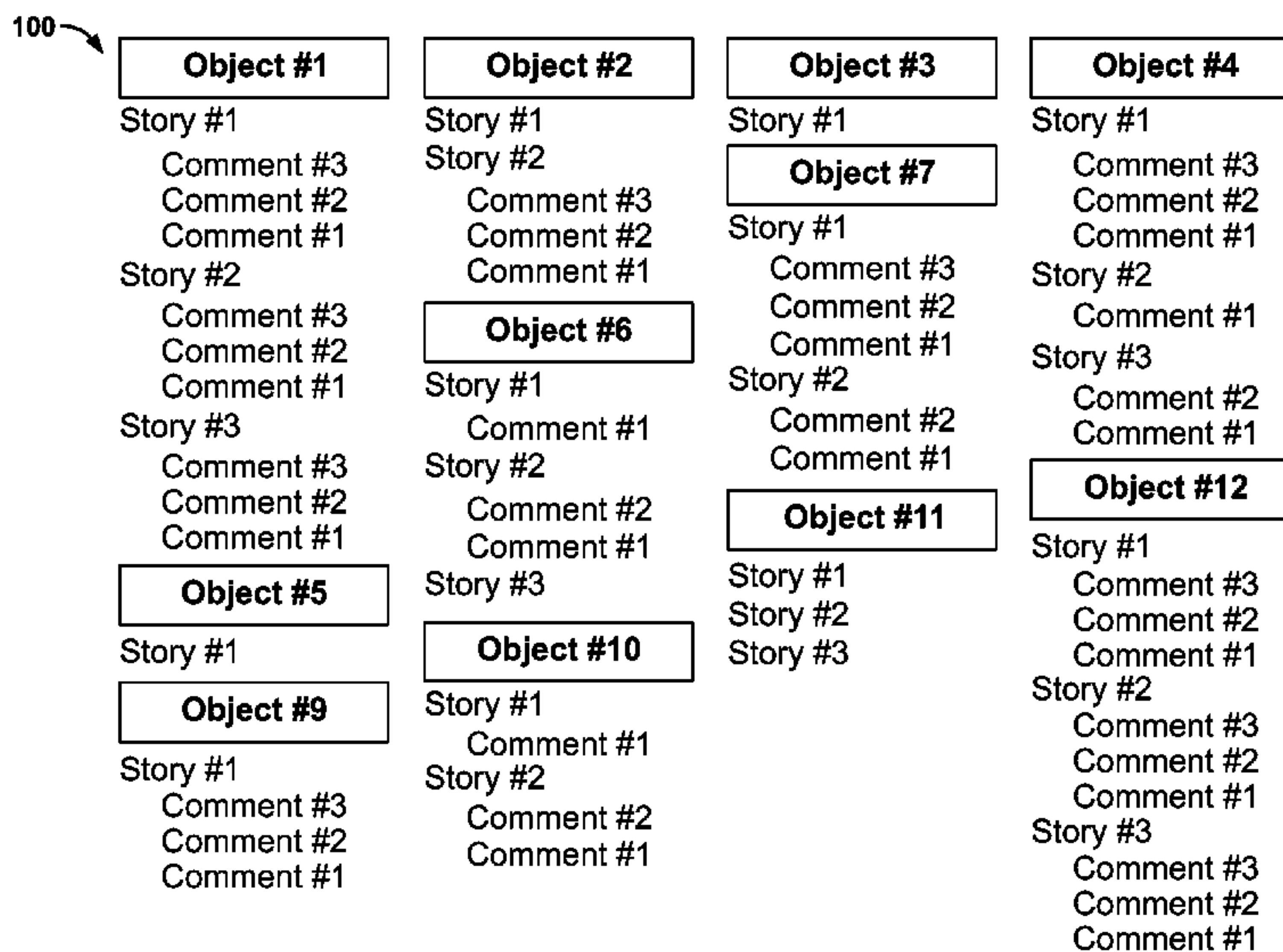
(Continued)

Primary Examiner — Lashonda Jacobs
(74) *Attorney, Agent, or Firm* — McAndrews, Held & Malloy, Ltd.

(57) **ABSTRACT**

Object driven newsfeeds supporting interest-based social networks aid in the formation of relationships based on similar domains of user interest. A space efficient graphical user interface (GUI) enables access to an object driven newsfeed of contextual and relevant information to aid a consumer/user in making buying decisions in an e-commerce environment.

36 Claims, 46 Drawing Sheets



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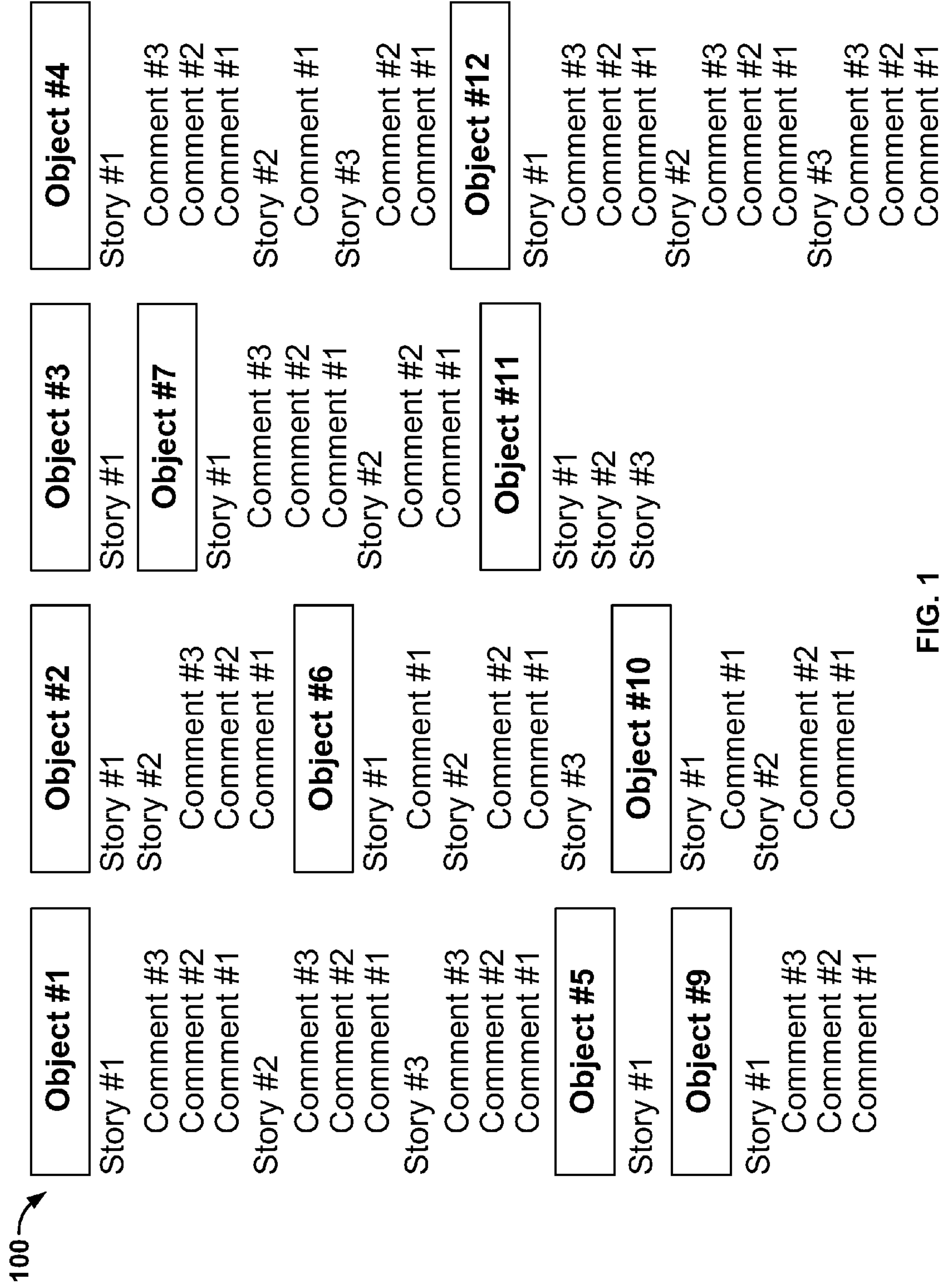


FIG. 1

200 →

Object #1

- Story #1
- Comment #2
- Comment #1
- Story #2
- Comment #3
- Comment #2
- Comment #1
- Story #3

Object #2

- Story #1
- Comment #3
- Comment #2
- Comment #1
- Story #2
- Comment #1
- Story #3
- Comment #3
- Comment #2
- Comment #1

Object #3

- Story #1
- Comment #2
- Comment #1

FIG. 2

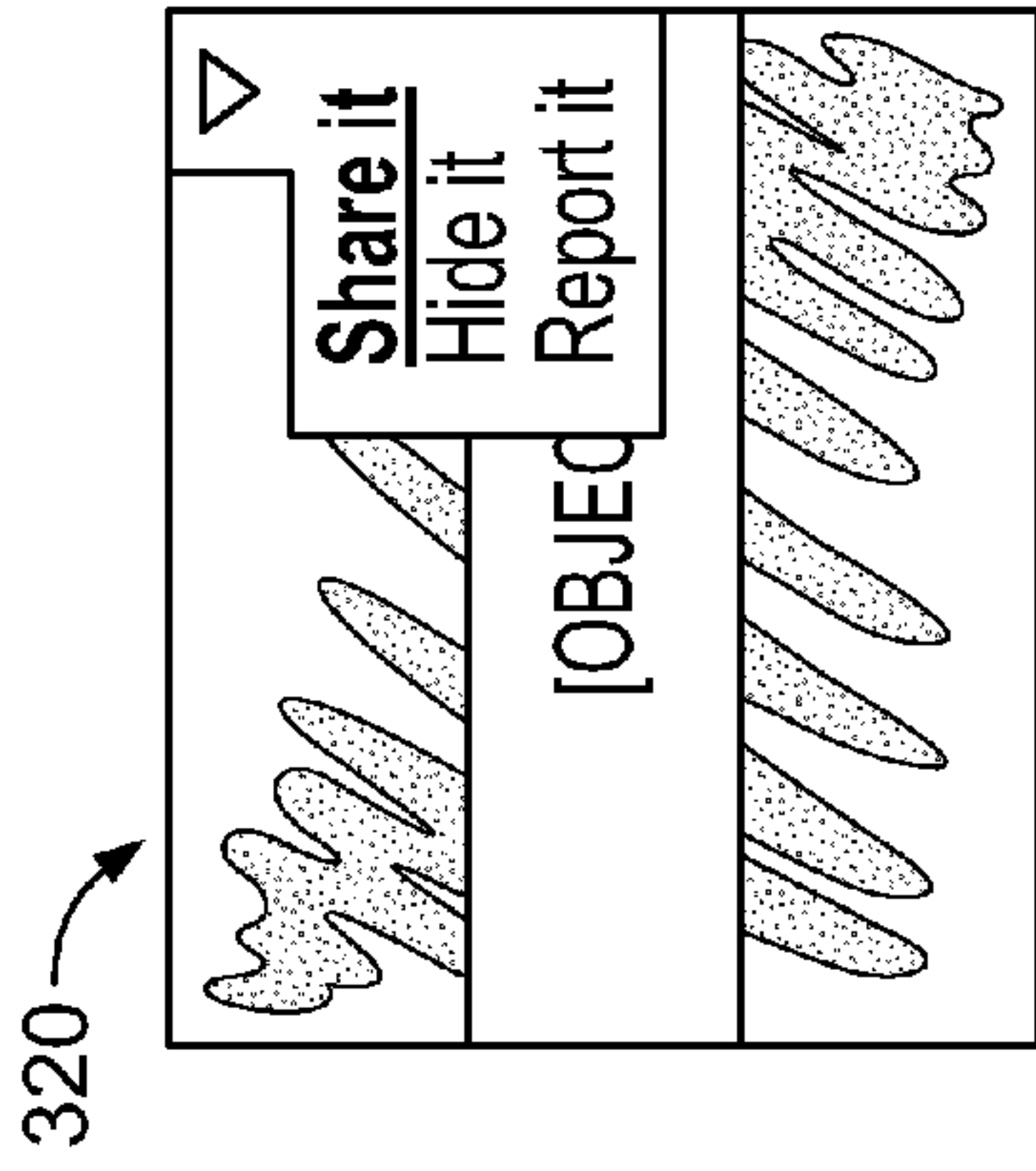
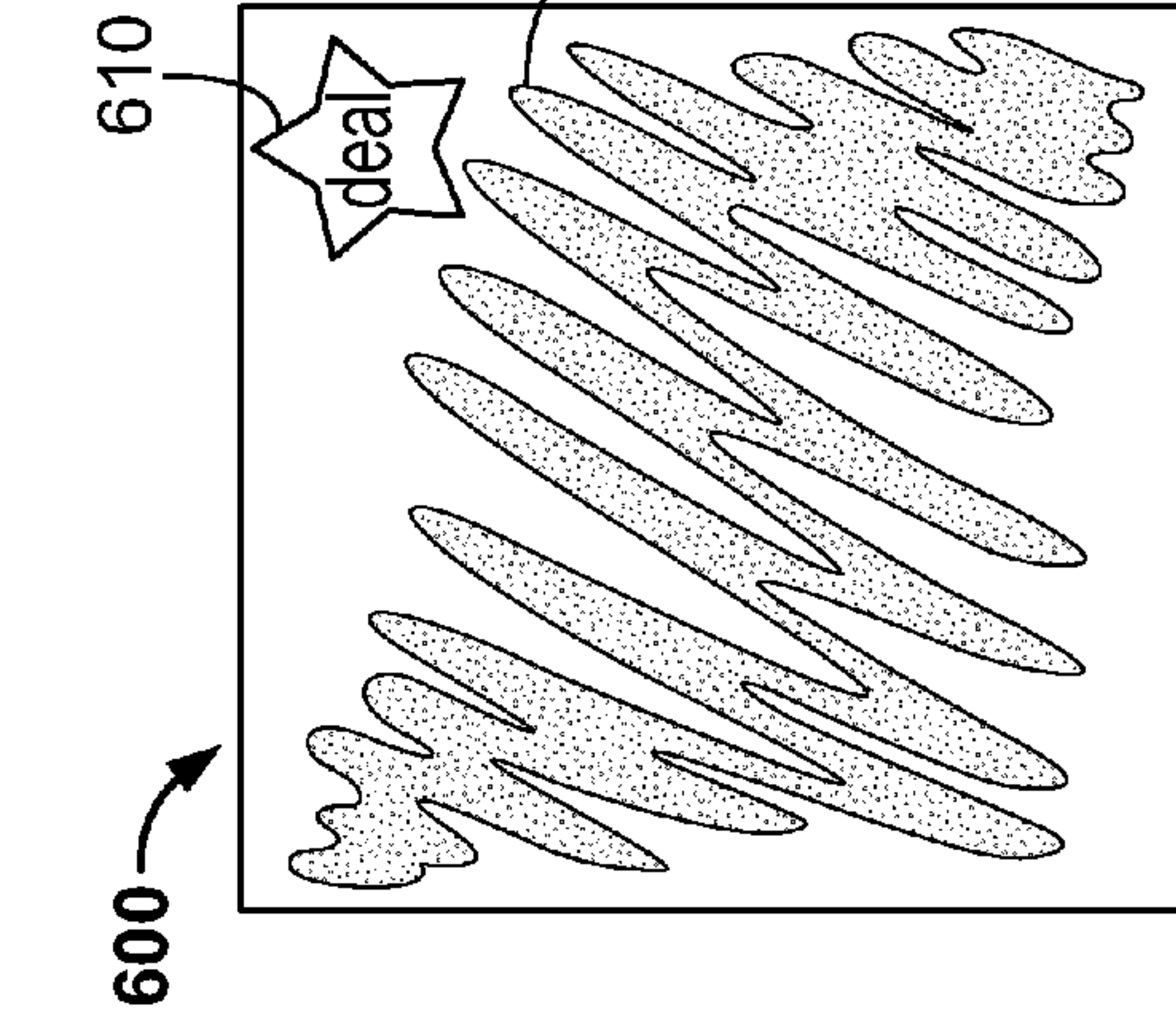
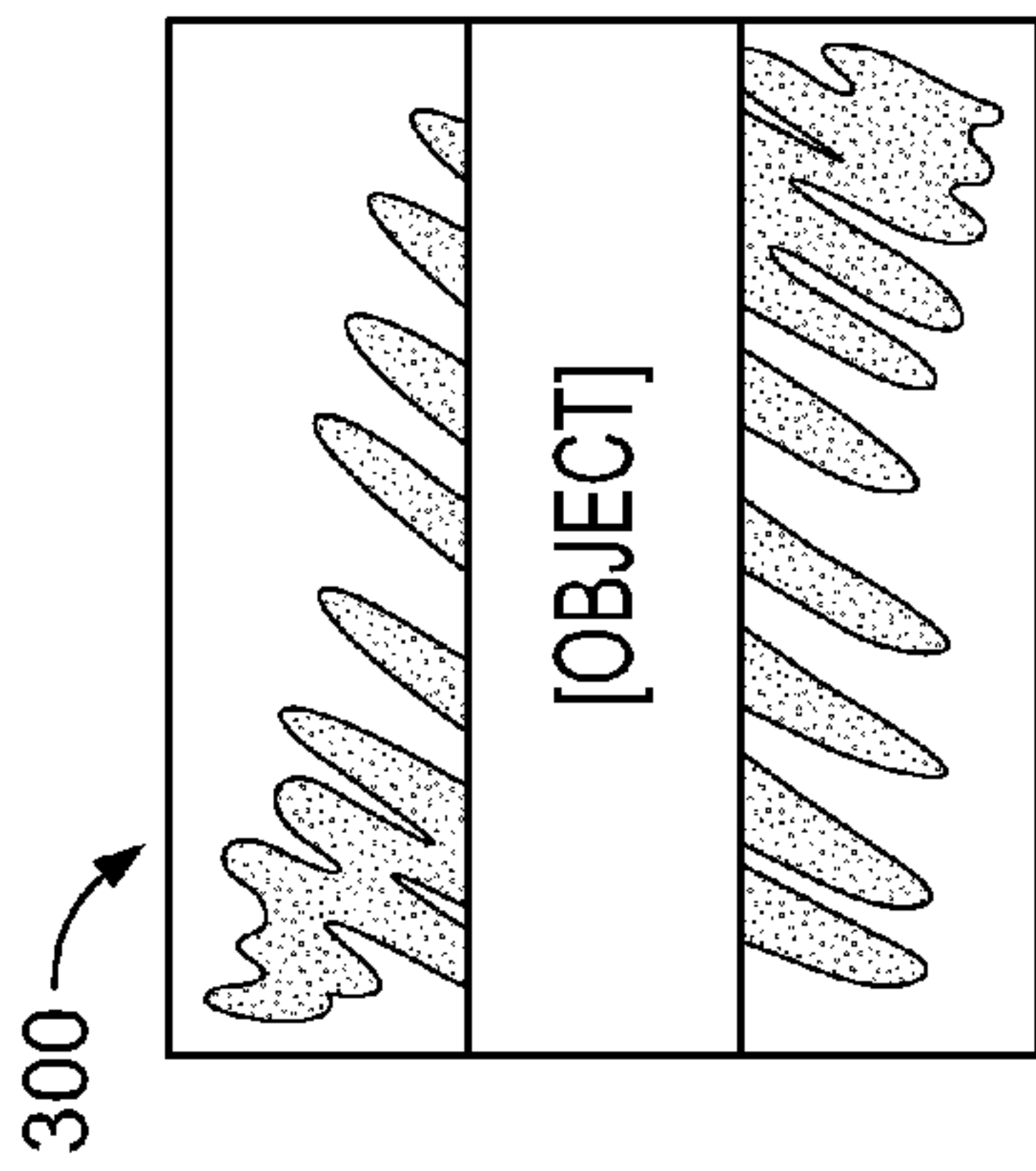
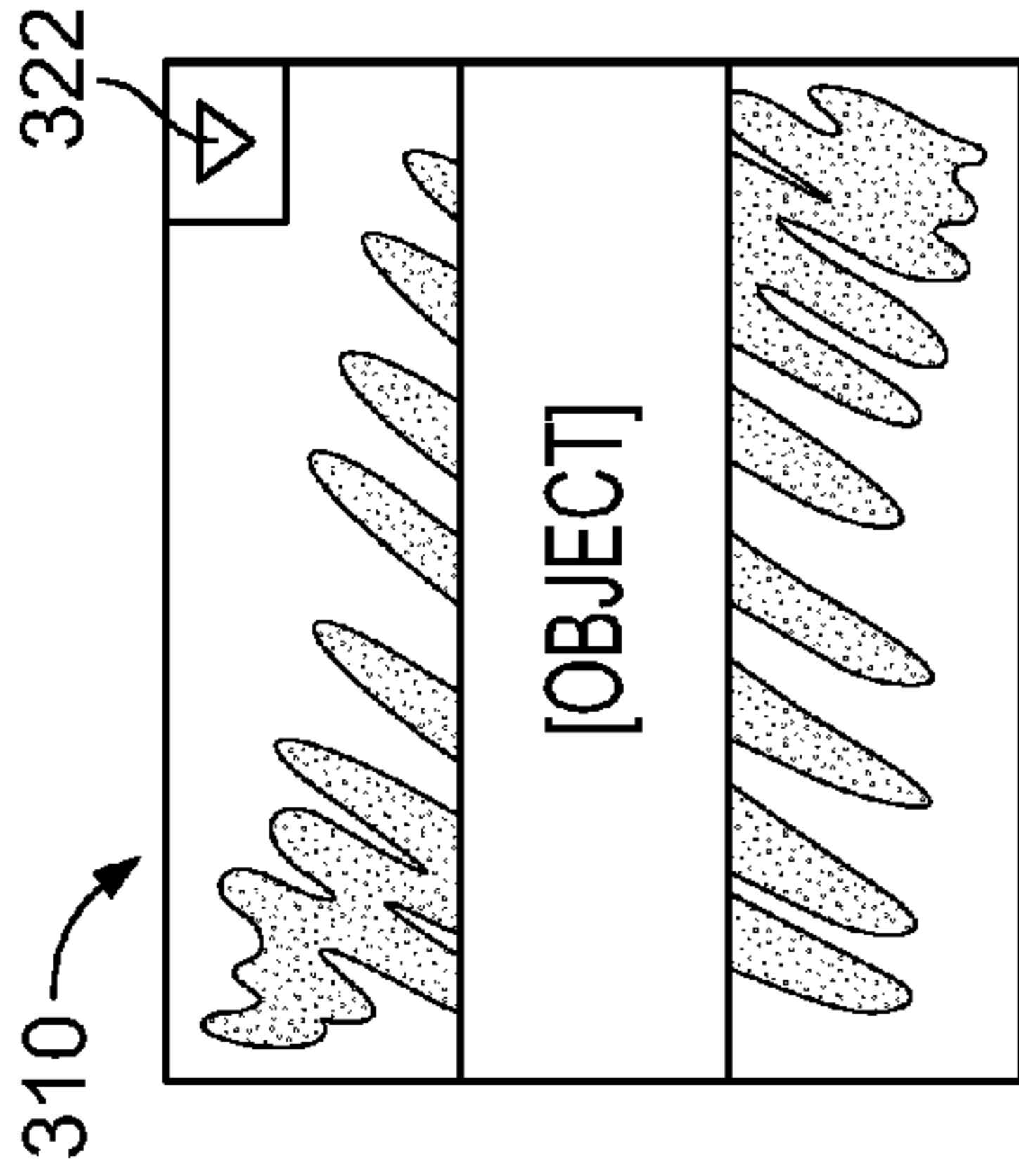
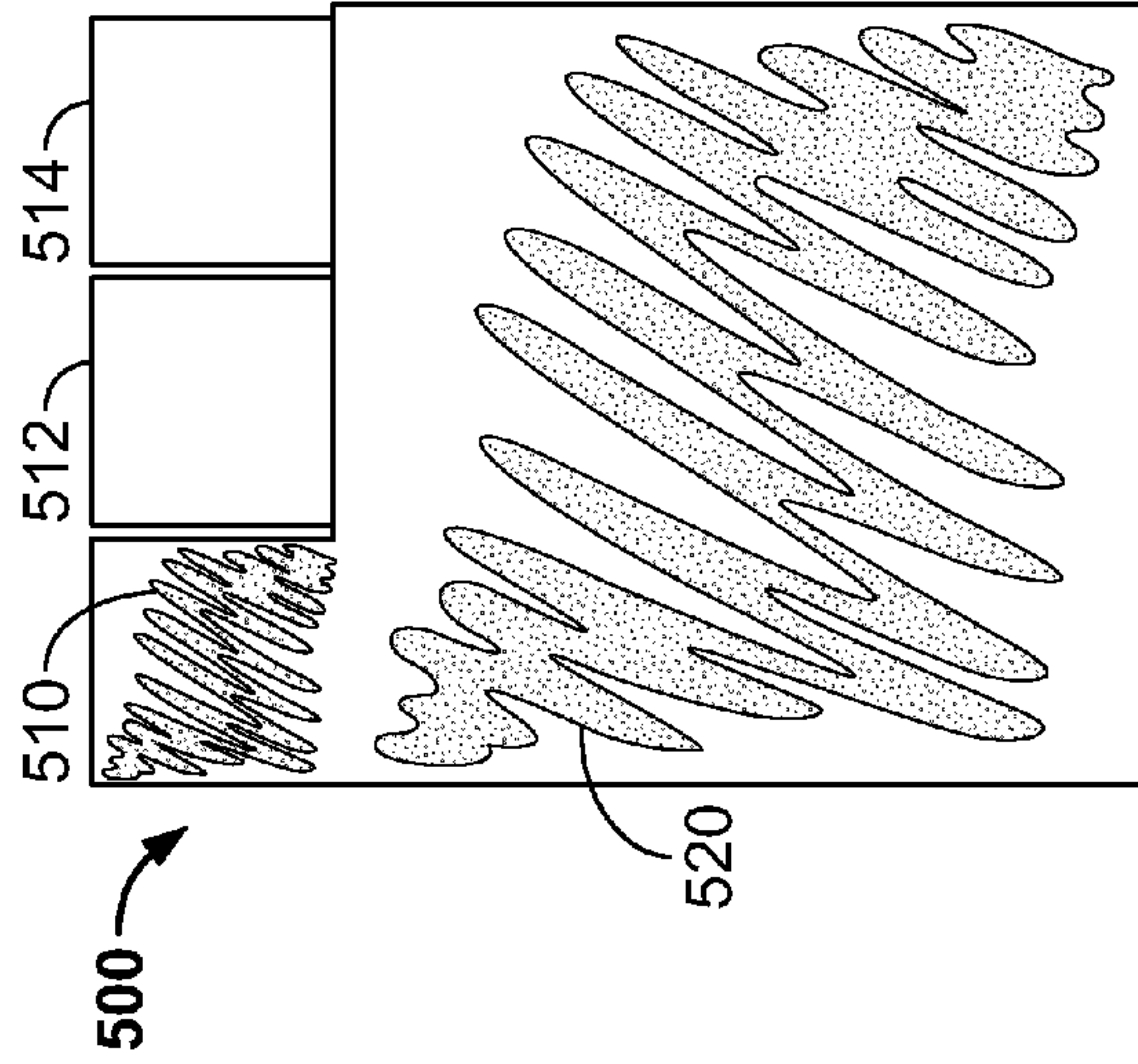


FIG. 3



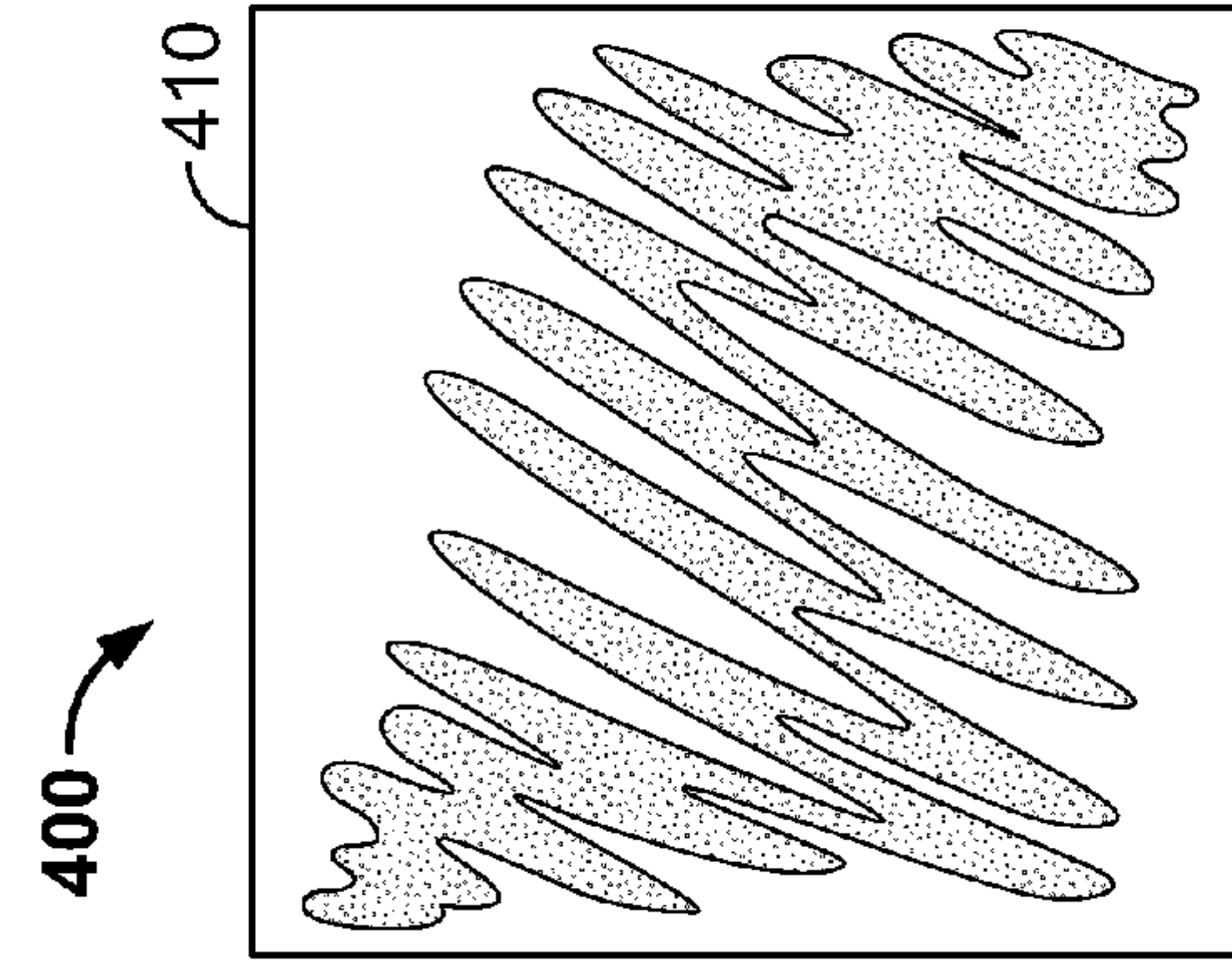
This is a very long product
name that doesn't end until you
need to...
~~\$25,534.99~~ \$12,345 630

FIG. 6



This is a very long product
name that doesn't end until you
need to...
~~\$25,534.99~~ \$12,345 540

FIG. 5



This is a very long product
name that doesn't end until you
need to...
\$12,345 430

FIG. 4

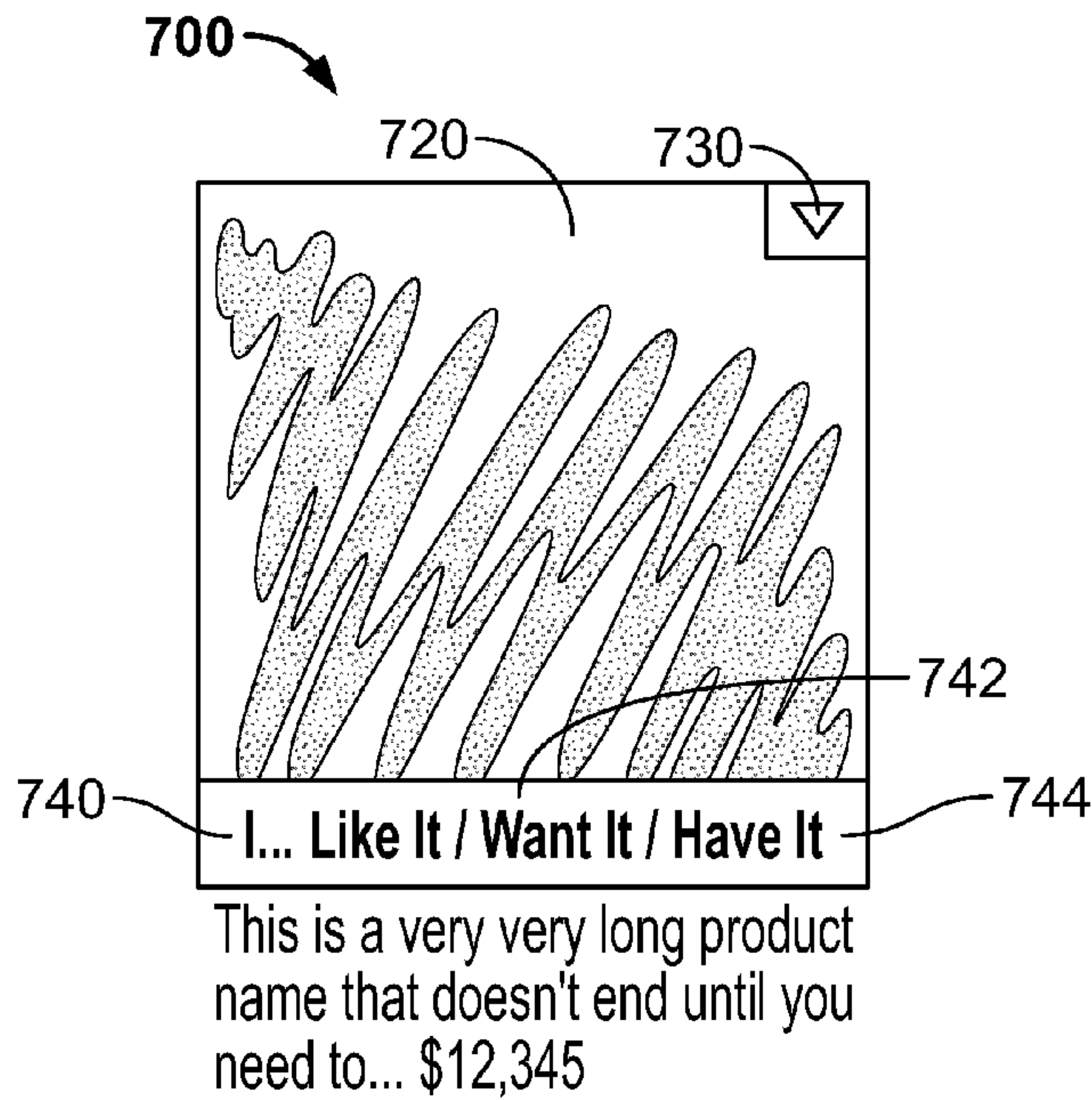


FIG. 7

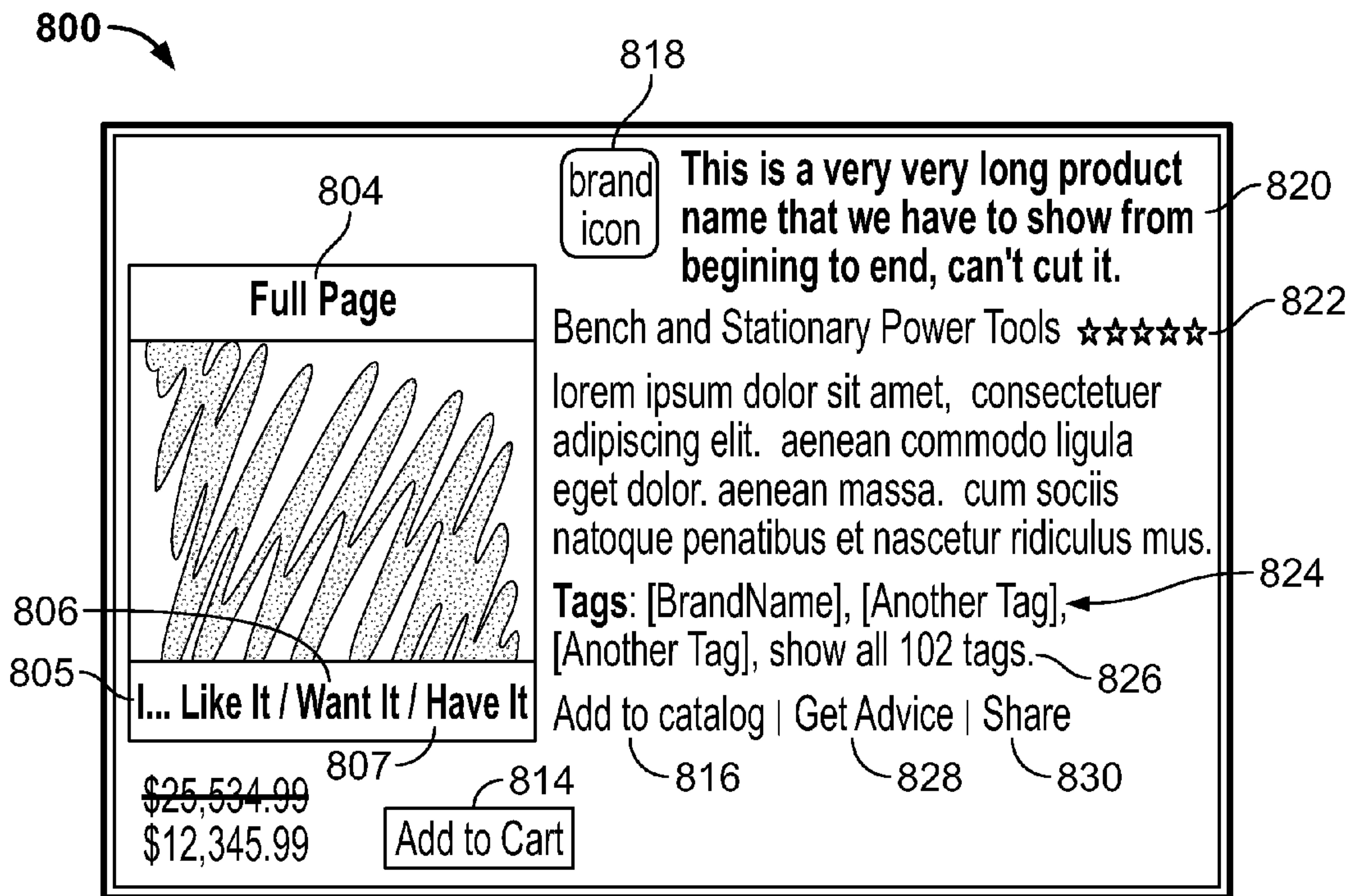


FIG. 8

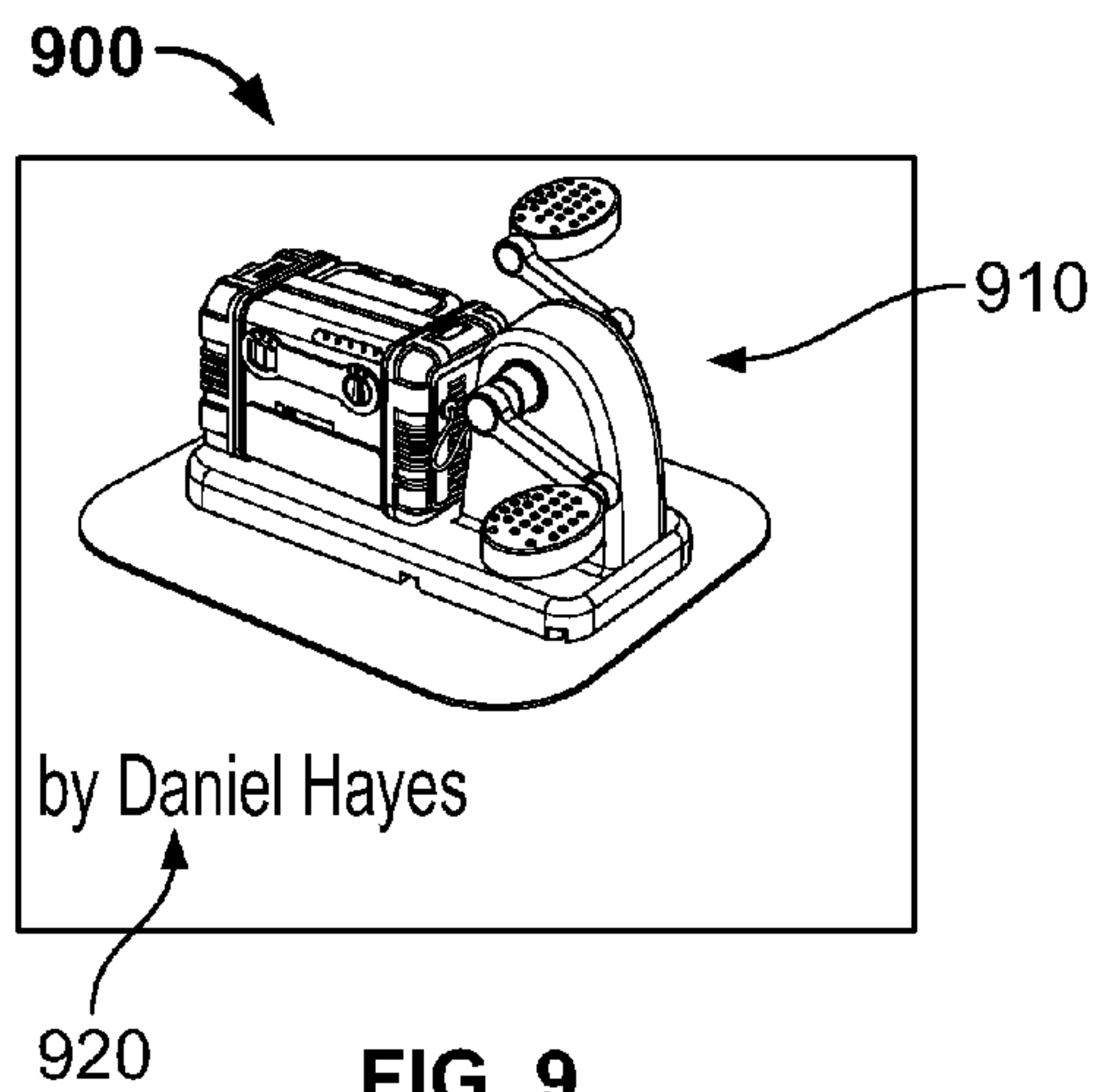


FIG. 9

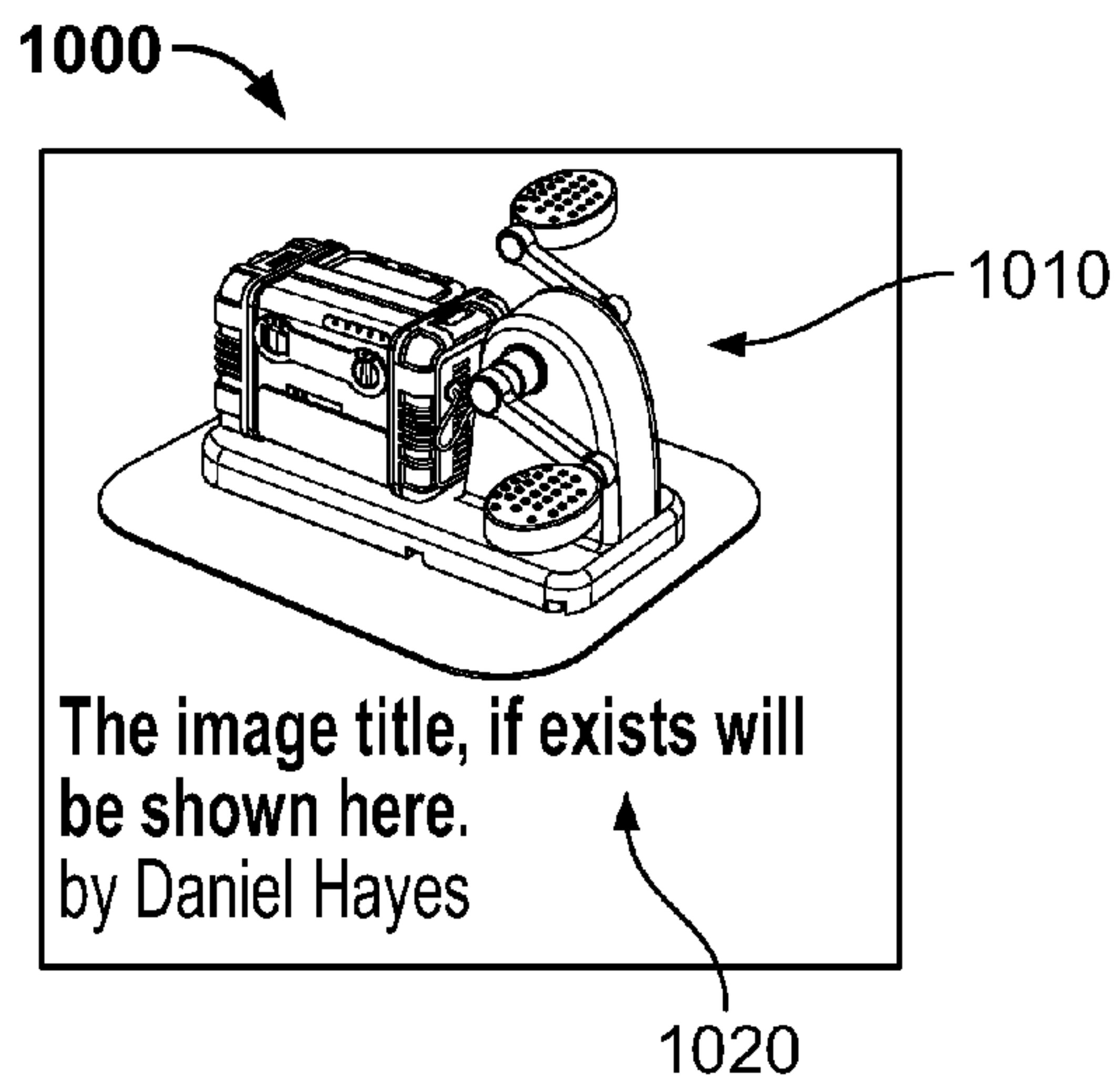


FIG. 10

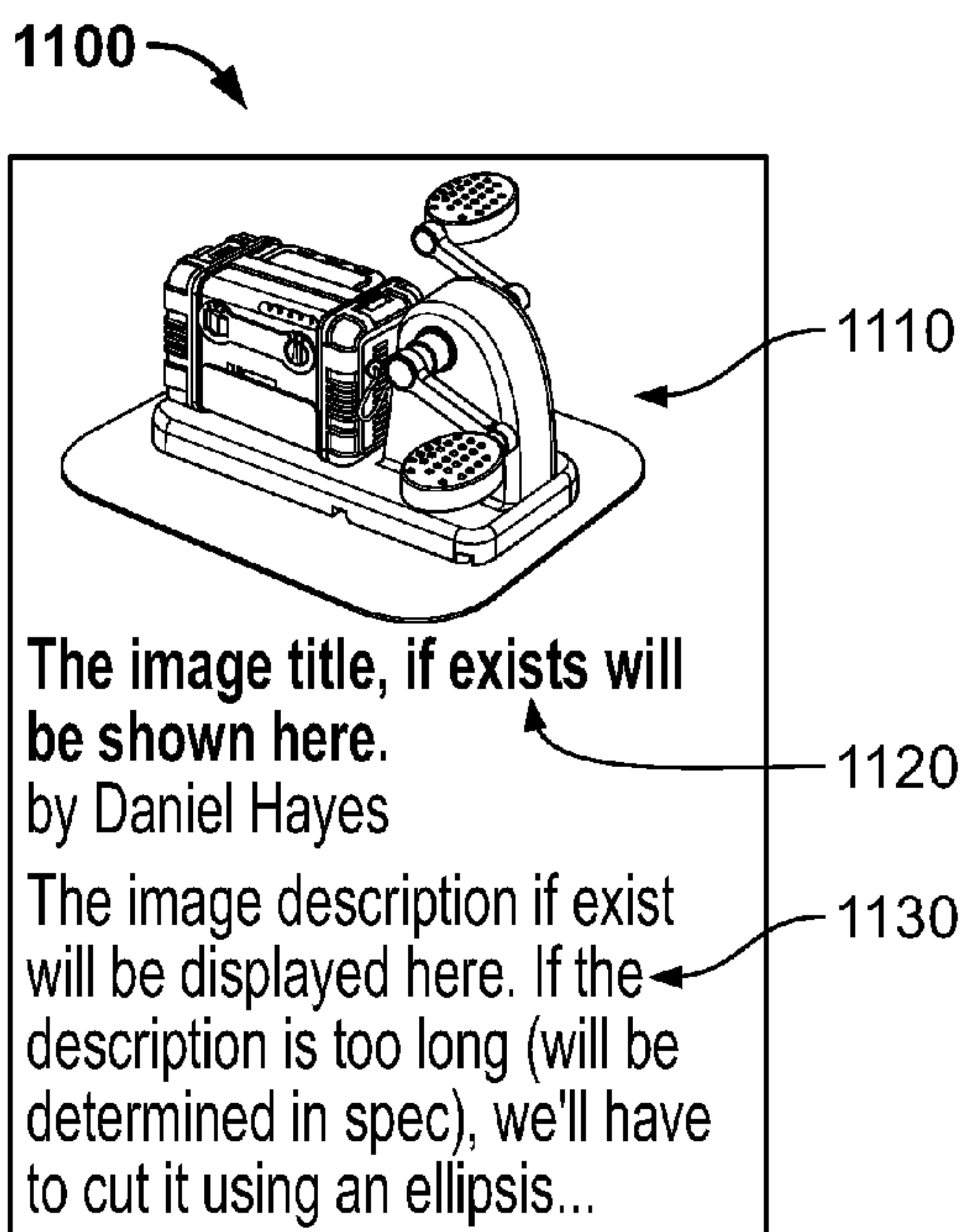


FIG. 11

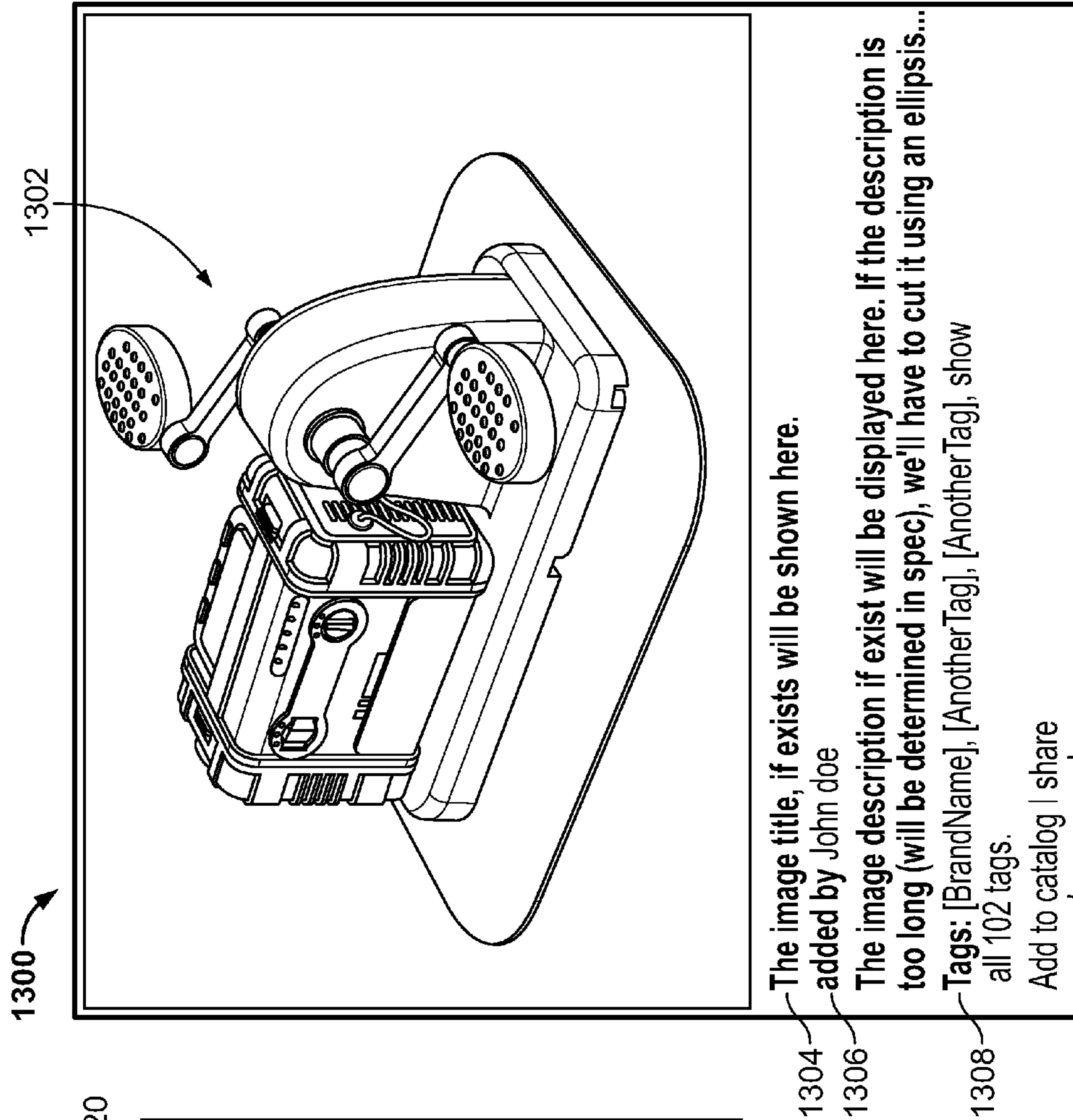


FIG. 12

FIG. 13

1310 1312

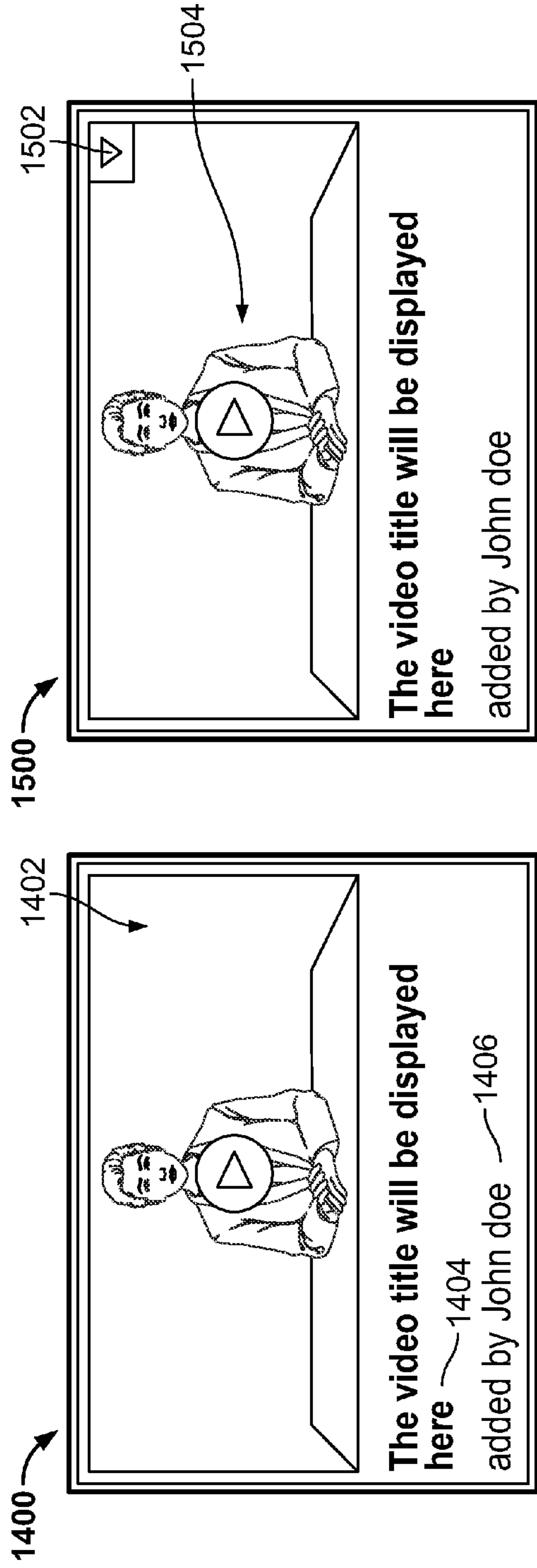


FIG. 15

FIG. 14

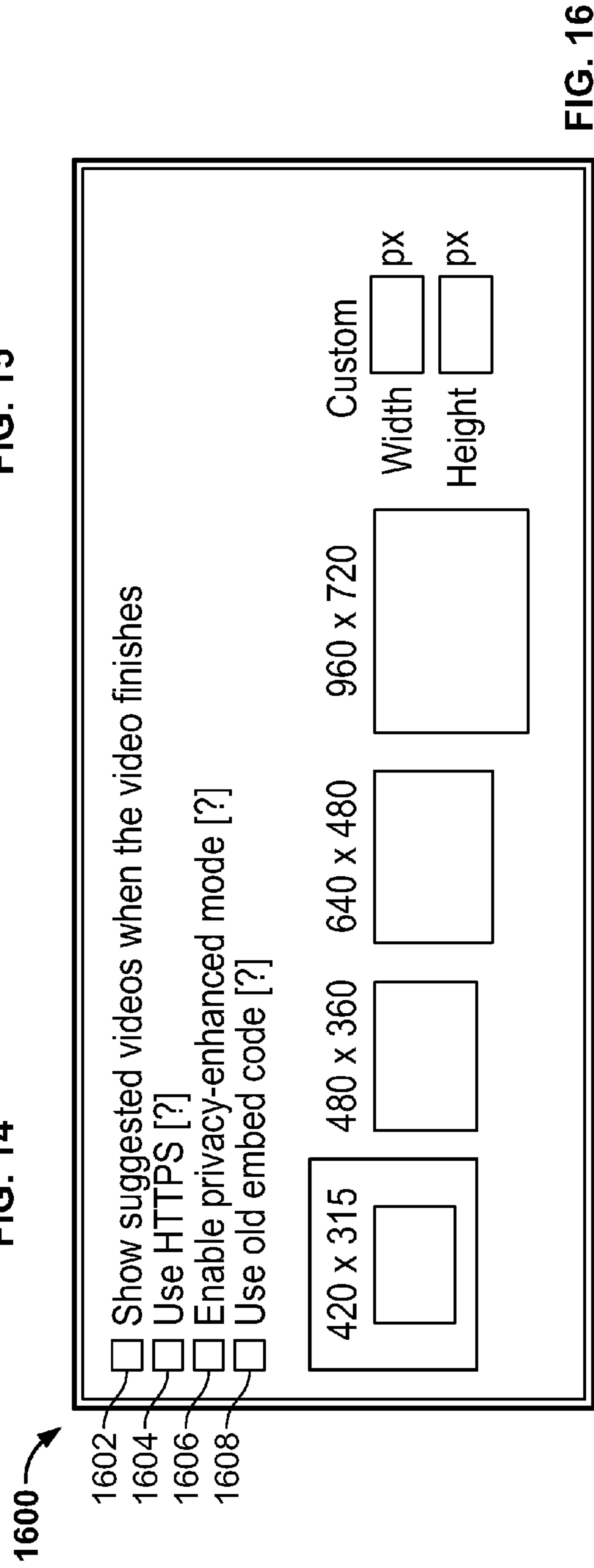


FIG. 16

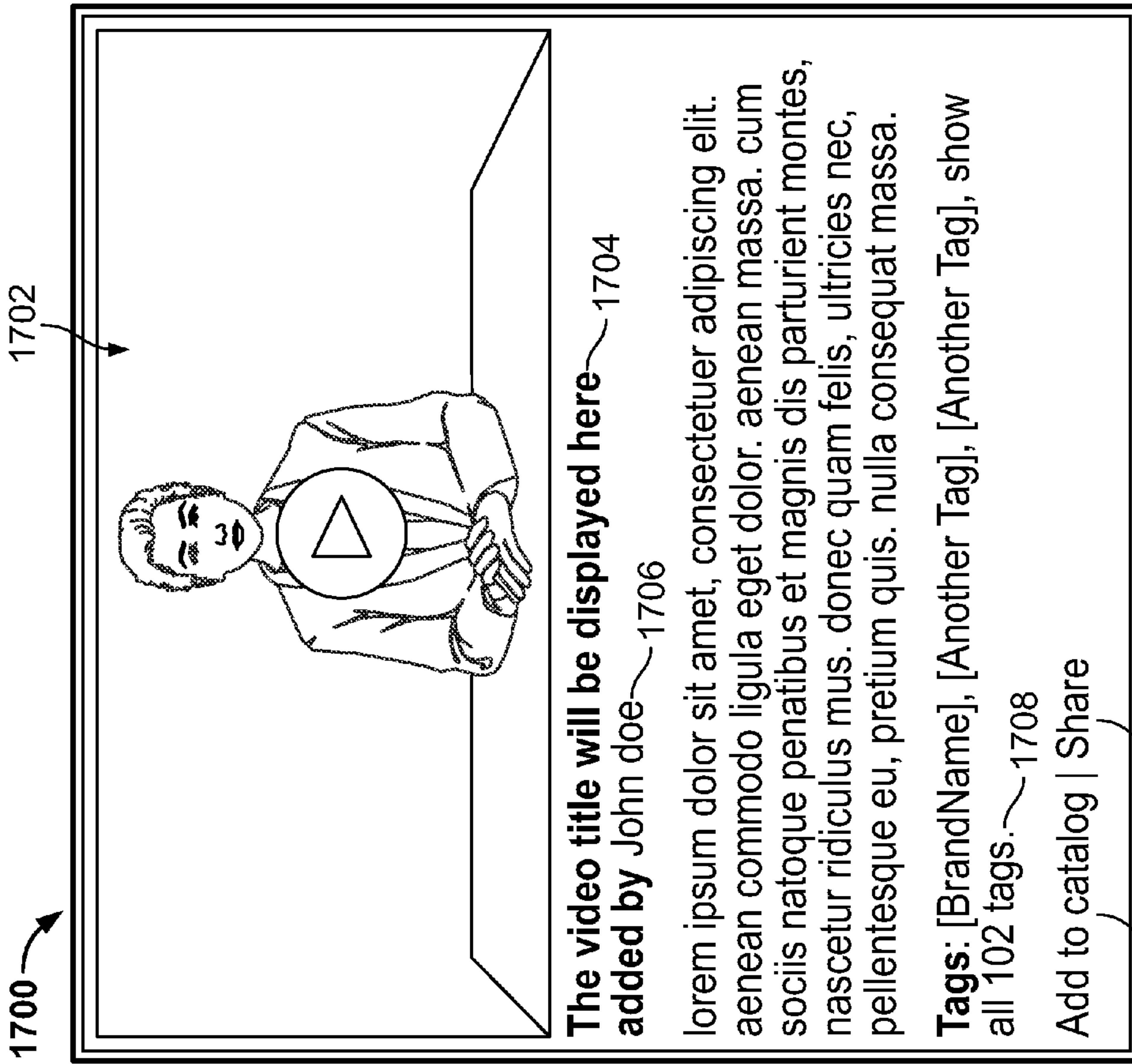


FIG. 17

1800

1802

"lorem ipsum dolor sit amet, consectetur adipiscing elit. aenean commodo ligula eget dolor. aenean massa. cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. donec quam felis, ultricies nec, pellentesque eu, pretium quis. nulla consequat massa quis enim. donec pede justo, fringilla vel, vulputate eget, arcu. in enim justo, rhoncus ut, imperdiet a, venenatis justo. nullam dictum felis eu pretium. integer tincidunt. cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, by Daniel Hayes 1820

FIG. 18

1900 → "lorem ipsum dolor sit amet, consectetur adipiscing elit. aenean commodo ligula eget dolor. aenean massa. cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. donec quam felis, ultricies nec, pellentesque eu, pretium quis. nulla consequat massa quis enim. donec pede justo, fringilla vel, vulputate eget, arcu. in enim justo, rhoncus ut, imperdiet a, venenatis justo. nullam dictum felis eu pretium. integer tincidunt. cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, read more ~ 1904 by Daniel Hayes

FIG. 19


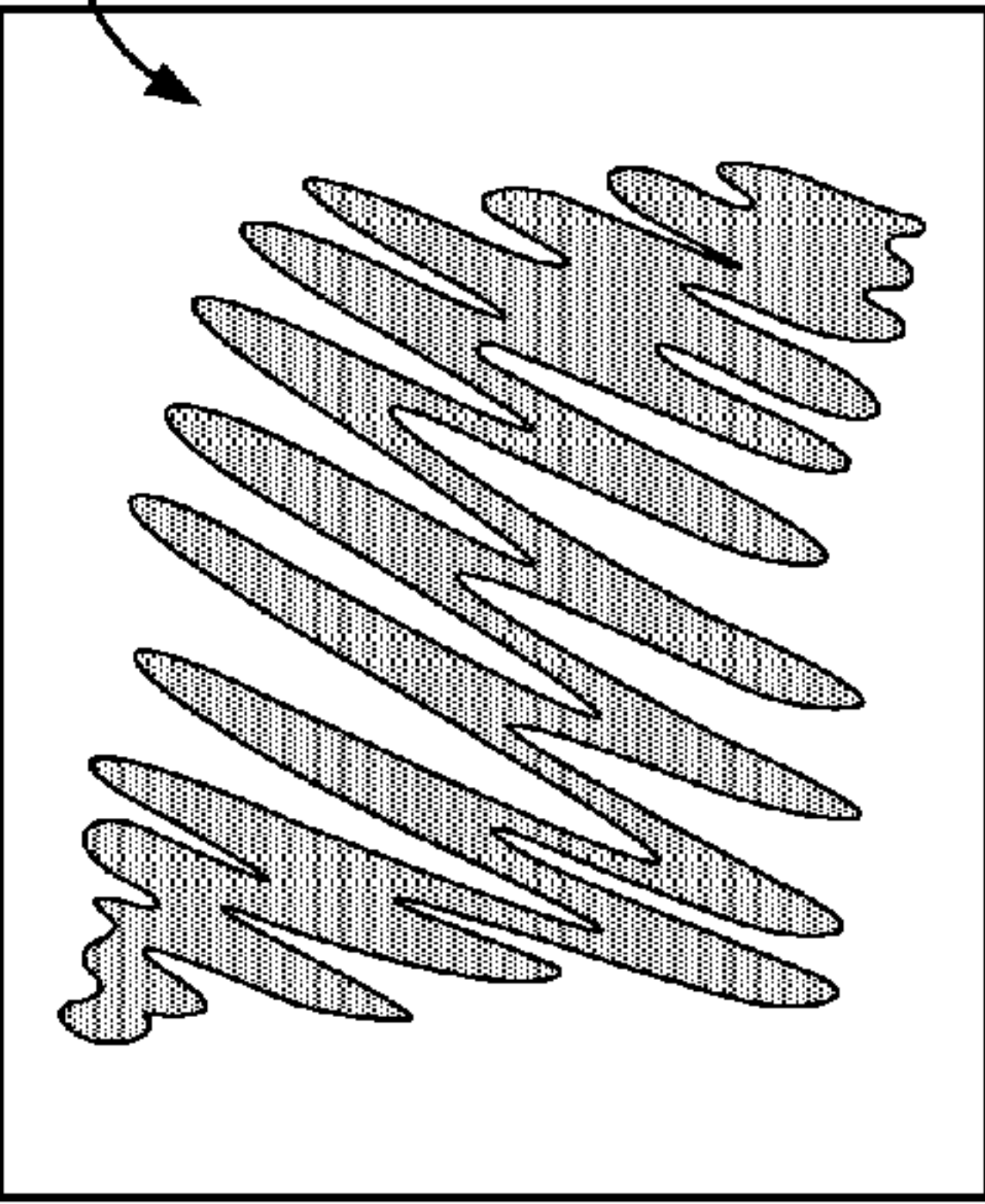
2000 → "The first cold show  2002 even the monkey seems to want a little coat of straw by Daniel Hayes

FIG. 20

2100 →

CATALOG



2104

2106 → The catalog's full name will be displayed here

2108 → contains X item(s)

2110 → created by John doe

FIG. 21

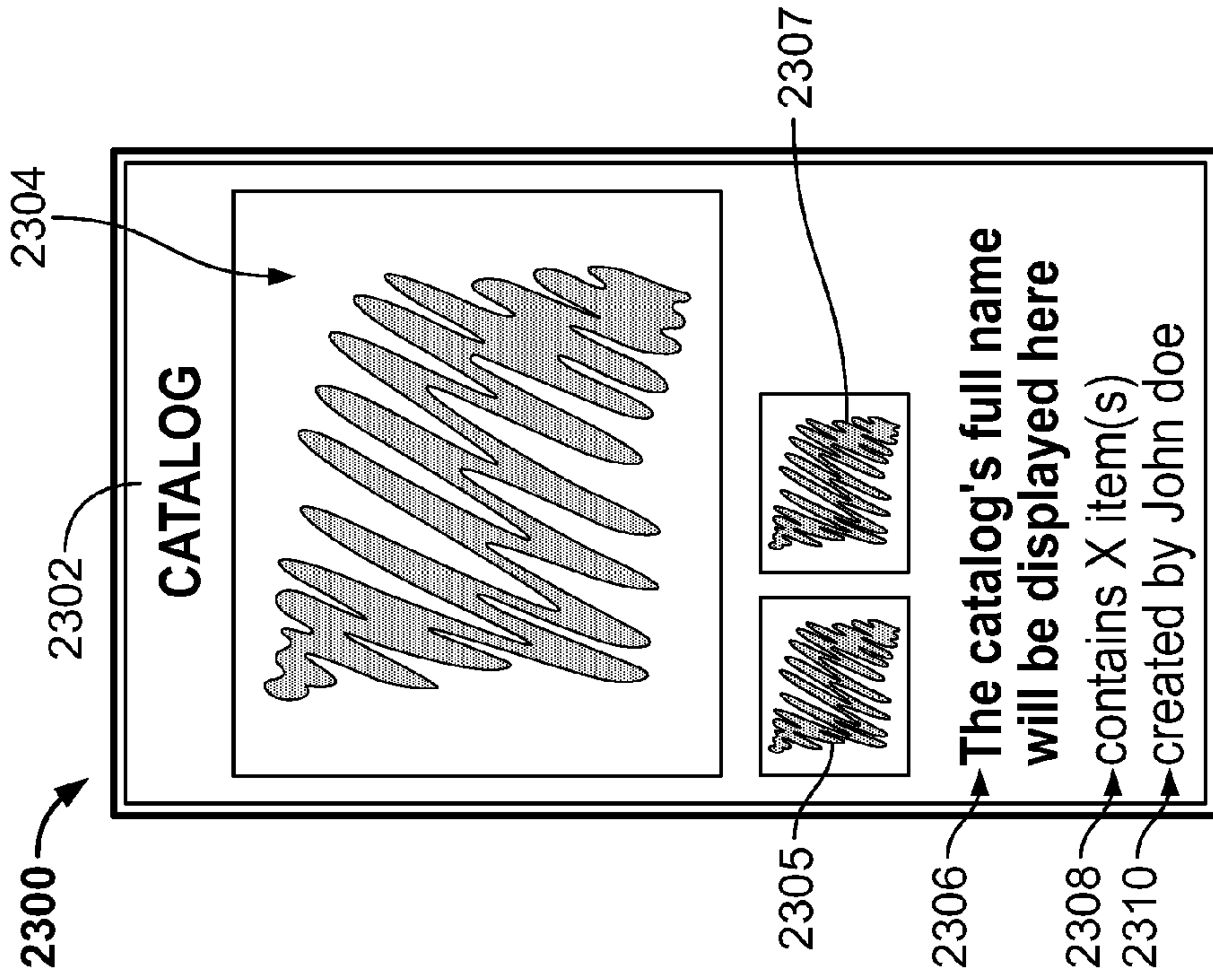


FIG. 22

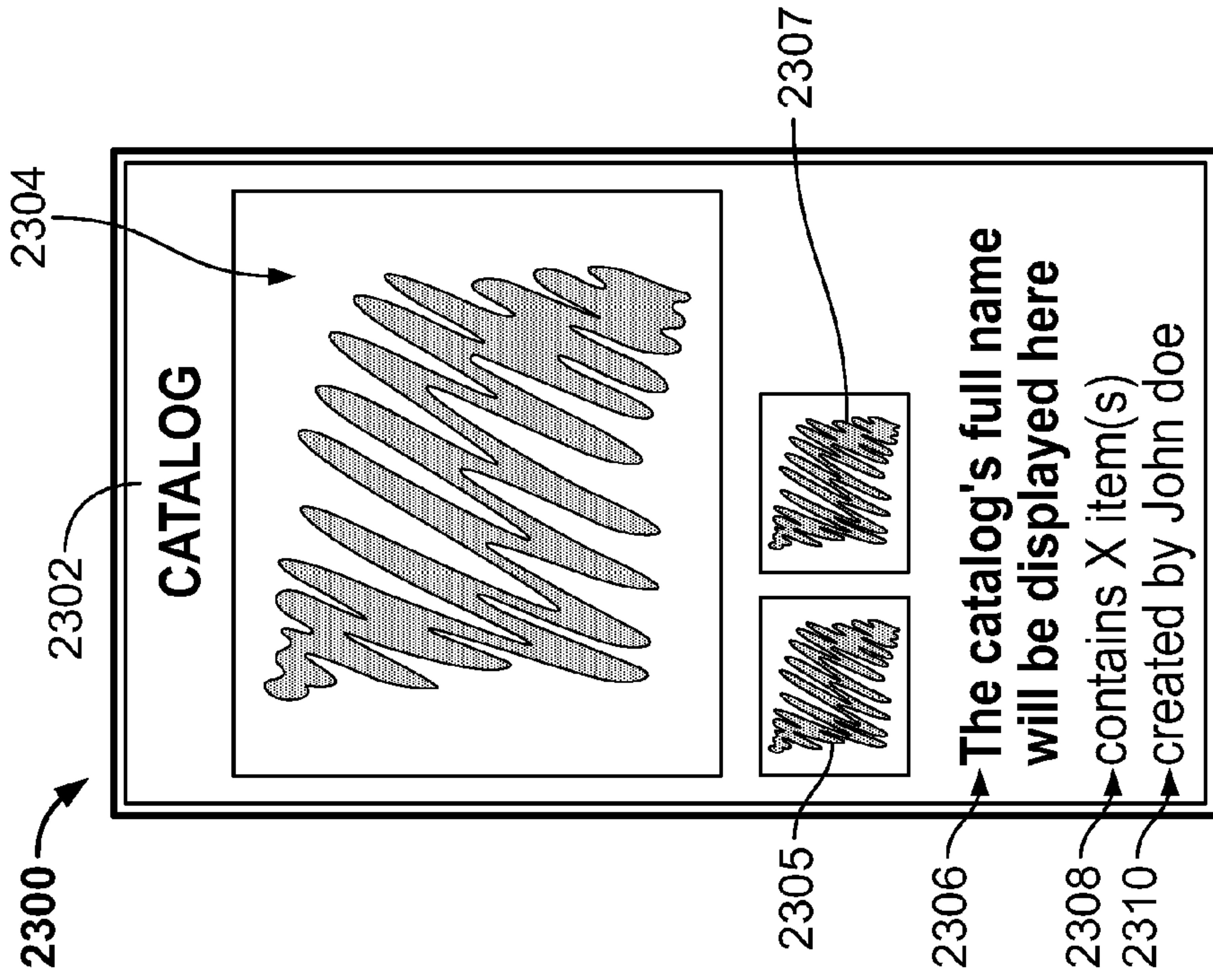


FIG. 23

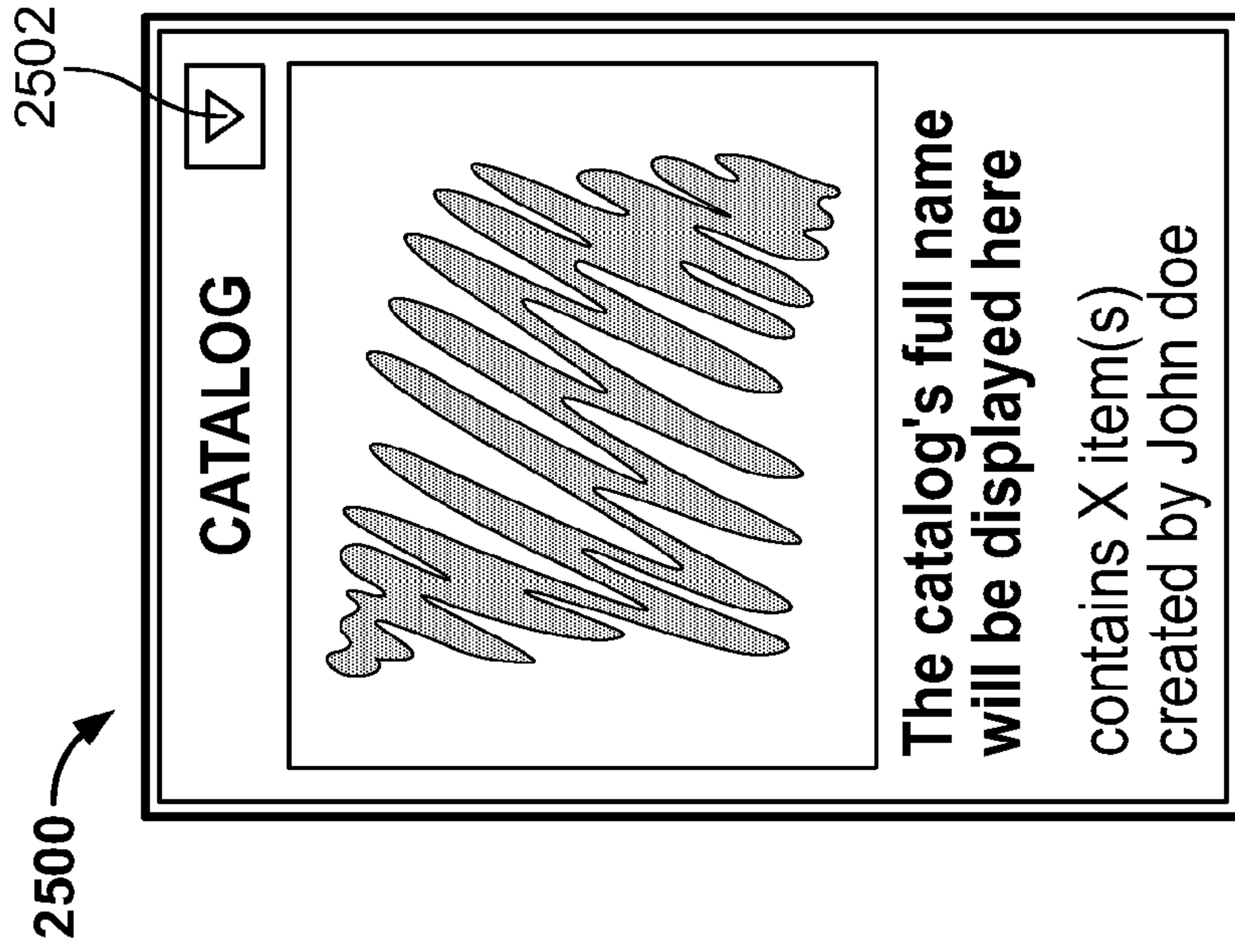


FIG. 25

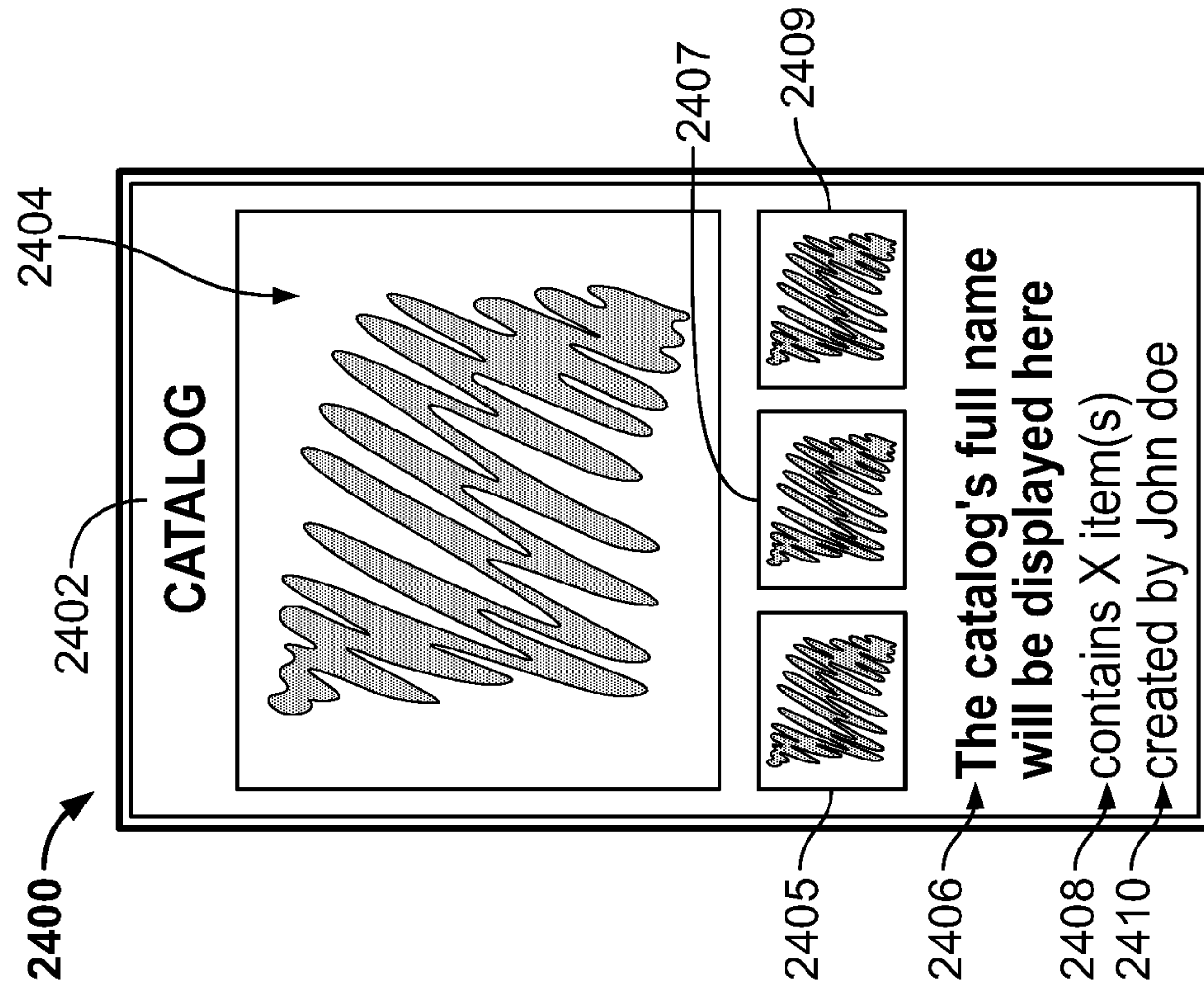


FIG. 24

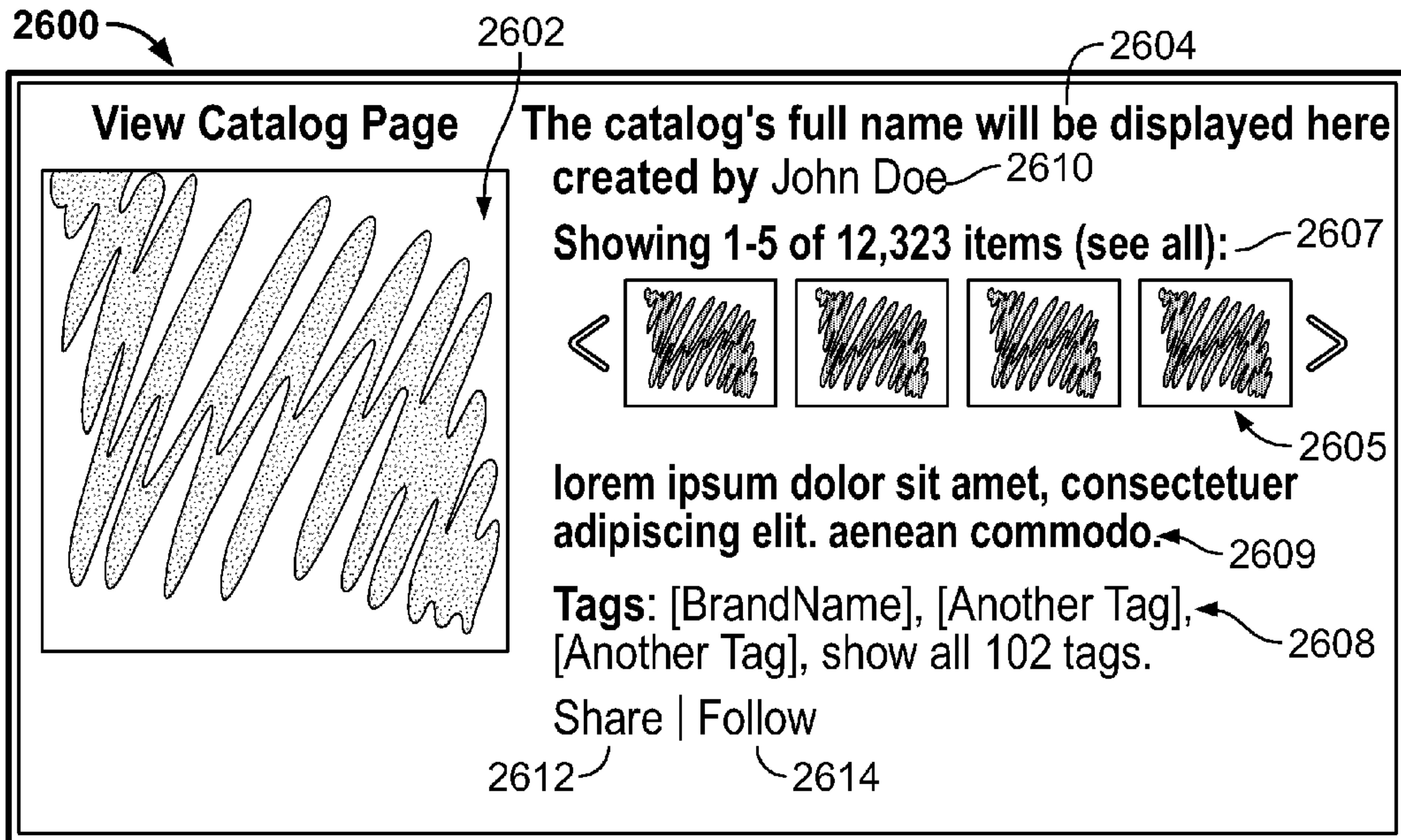


FIG. 26

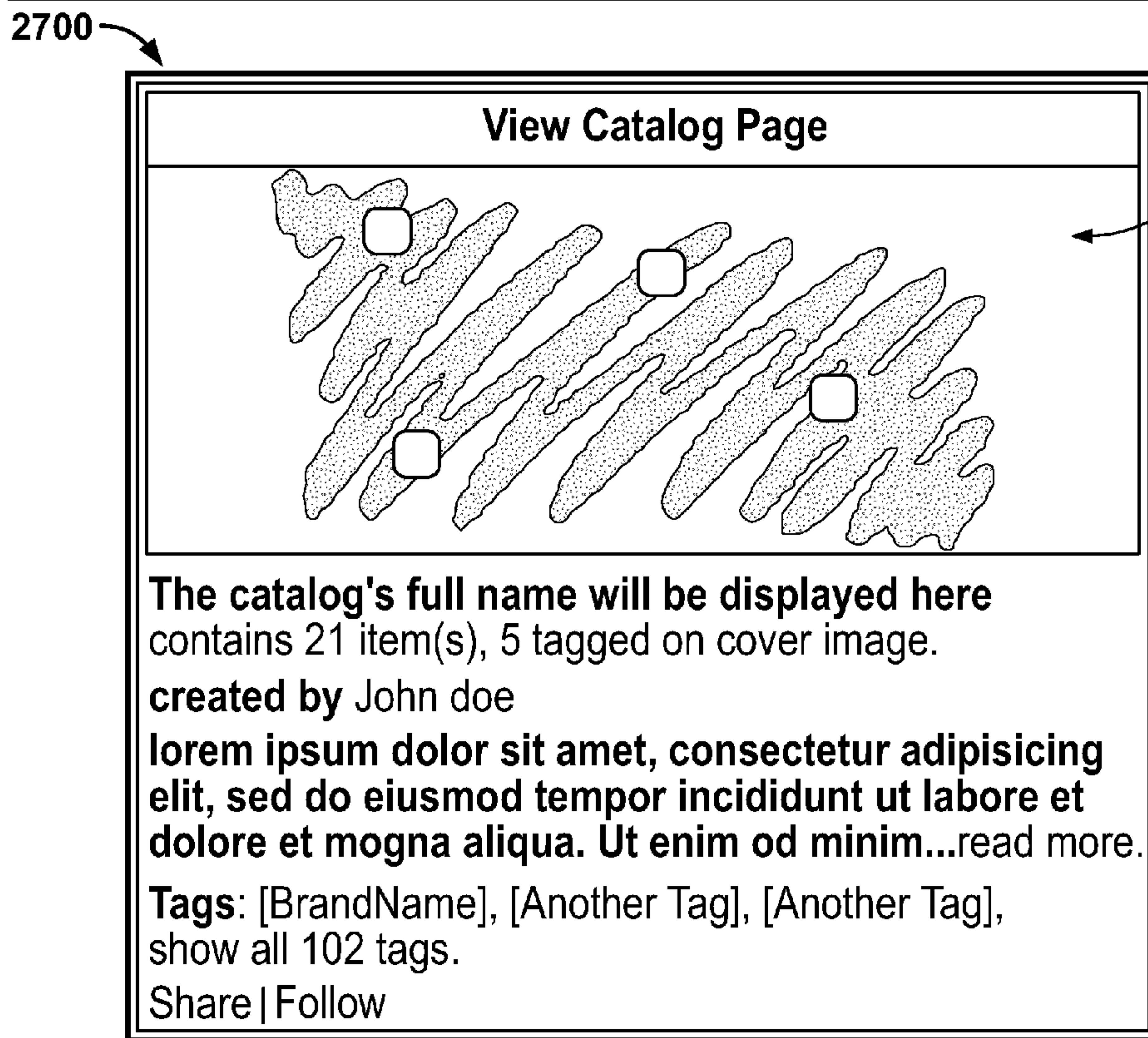


FIG. 27

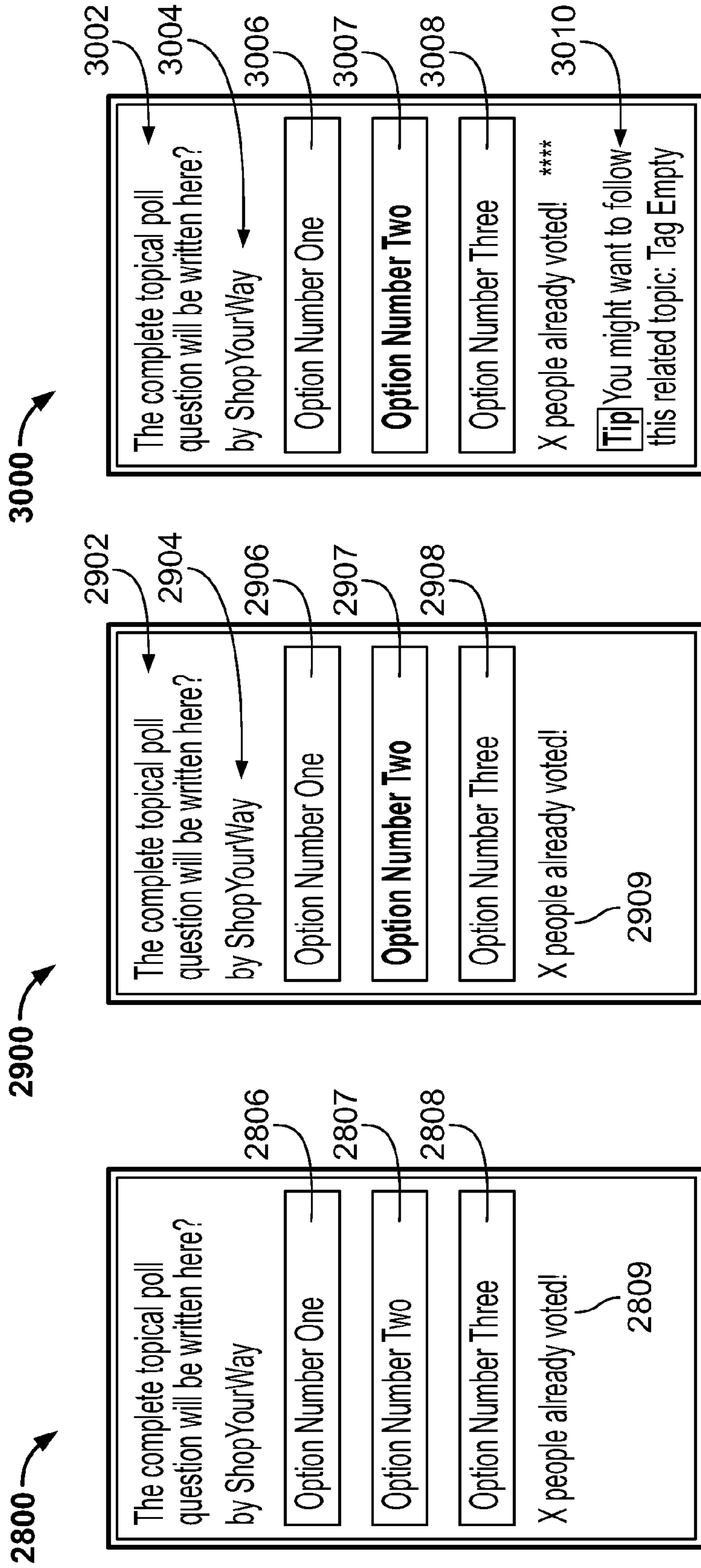


FIG. 28

FIG. 29

FIG. 30

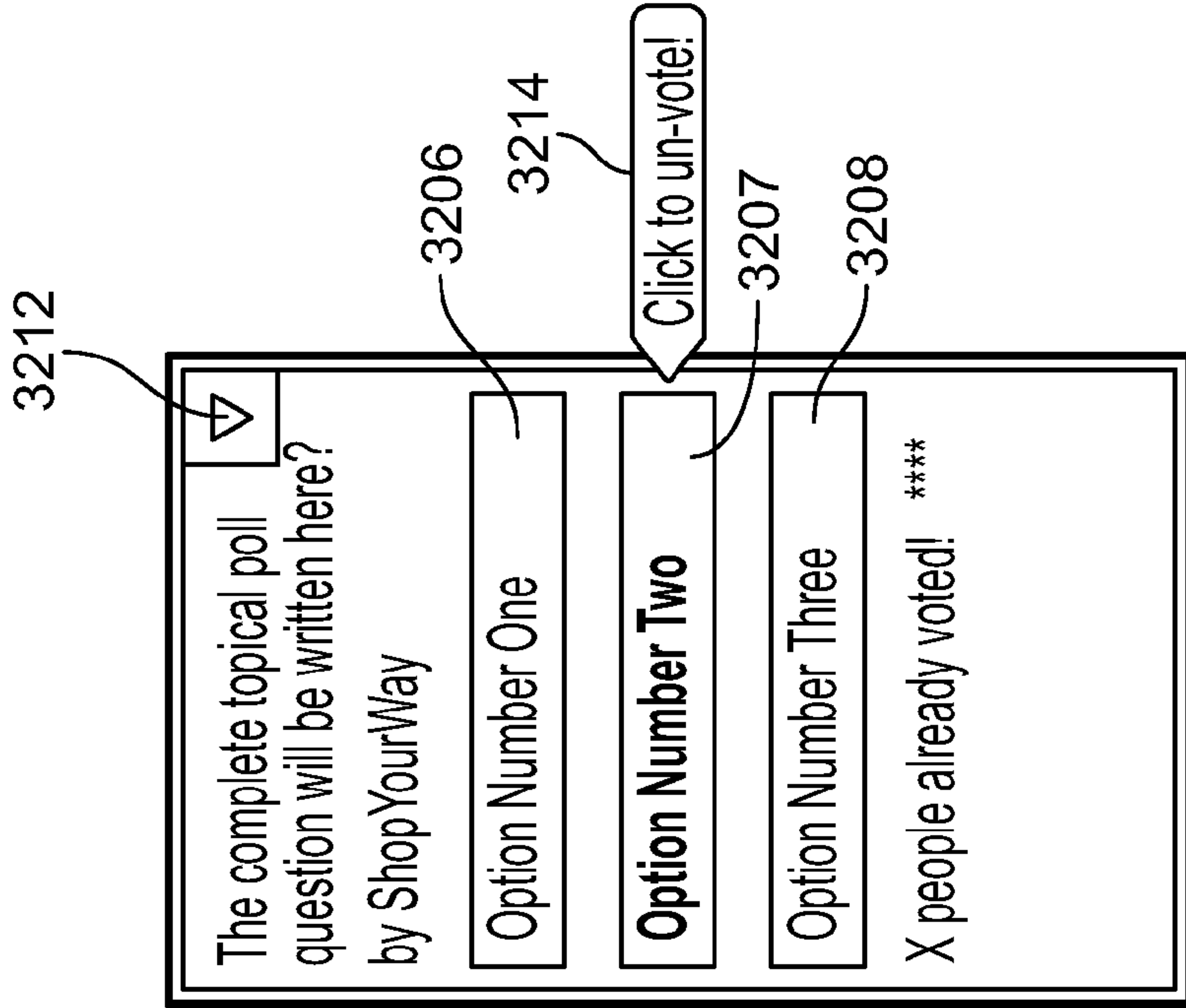


FIG. 31



FIG. 32

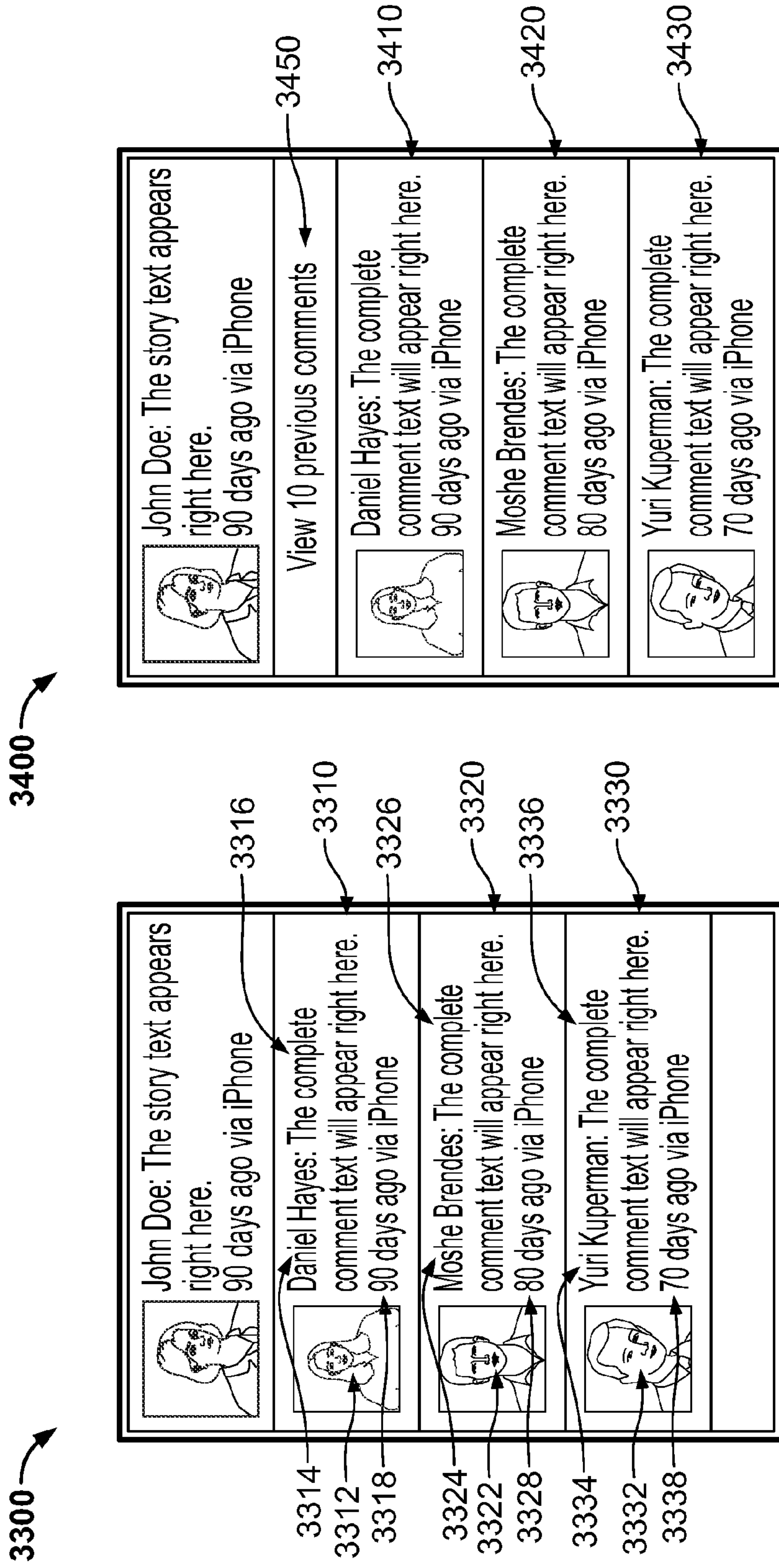


FIG. 33

FIG. 34

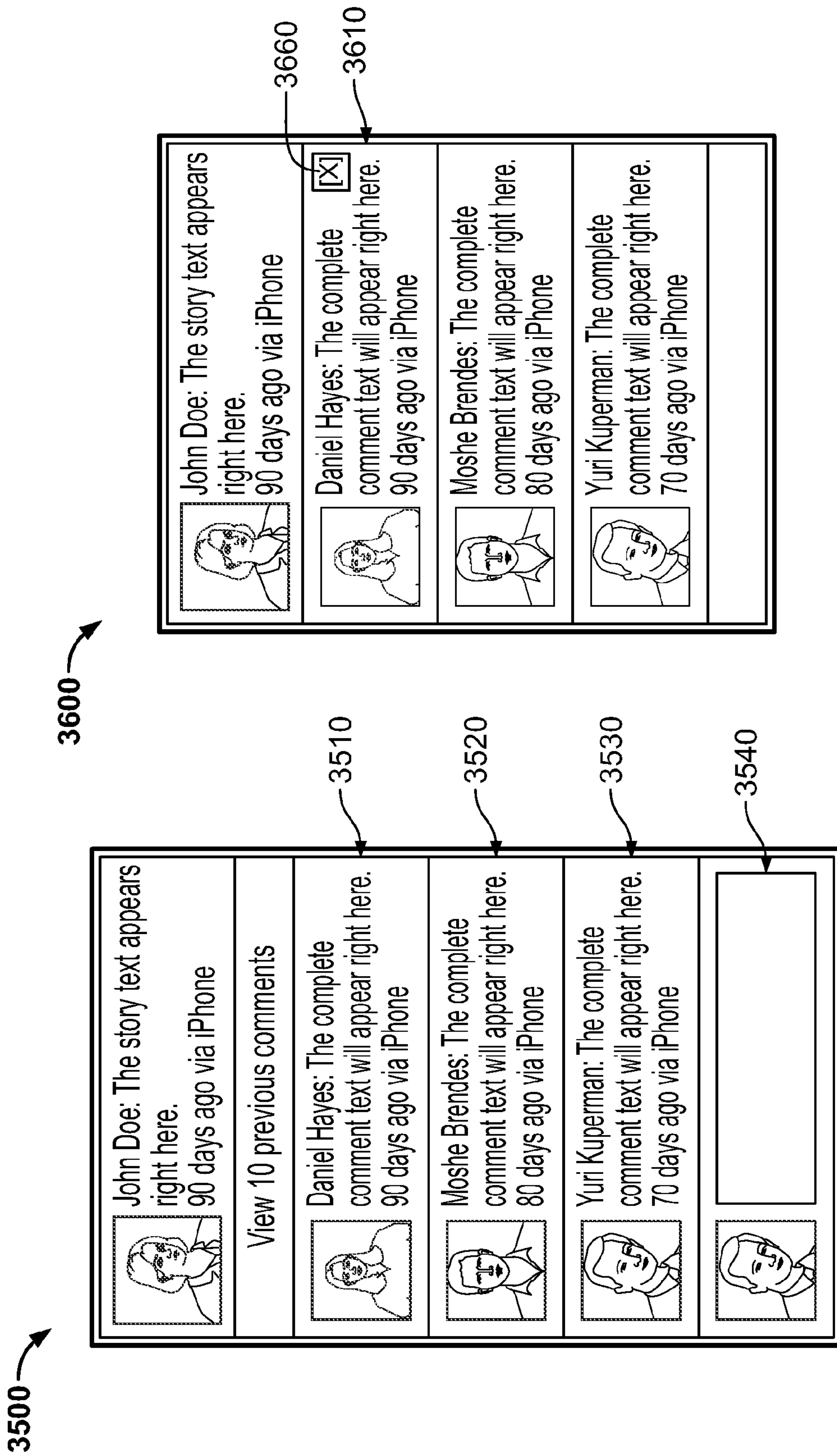


FIG. 36

FIG. 35

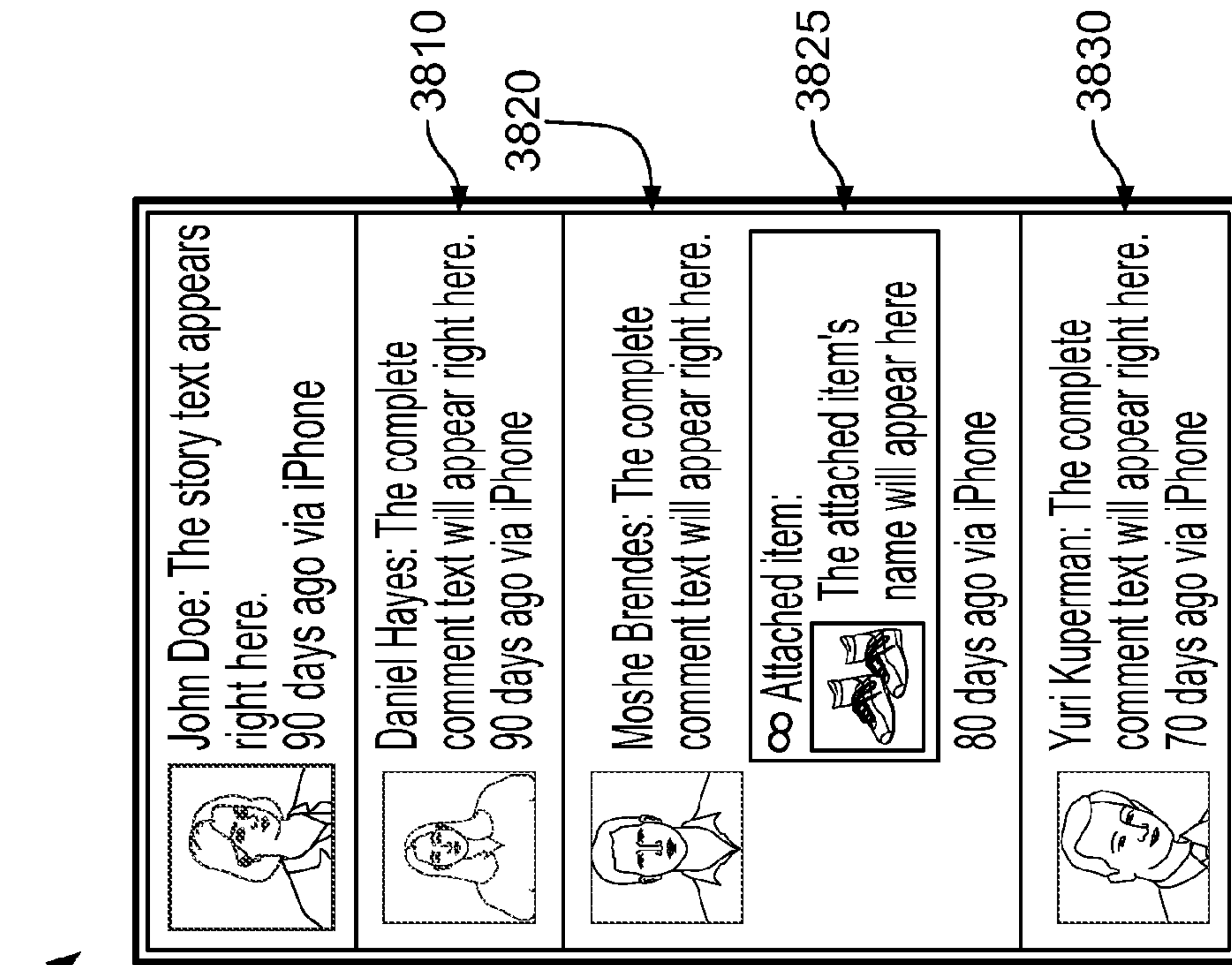


FIG. 37

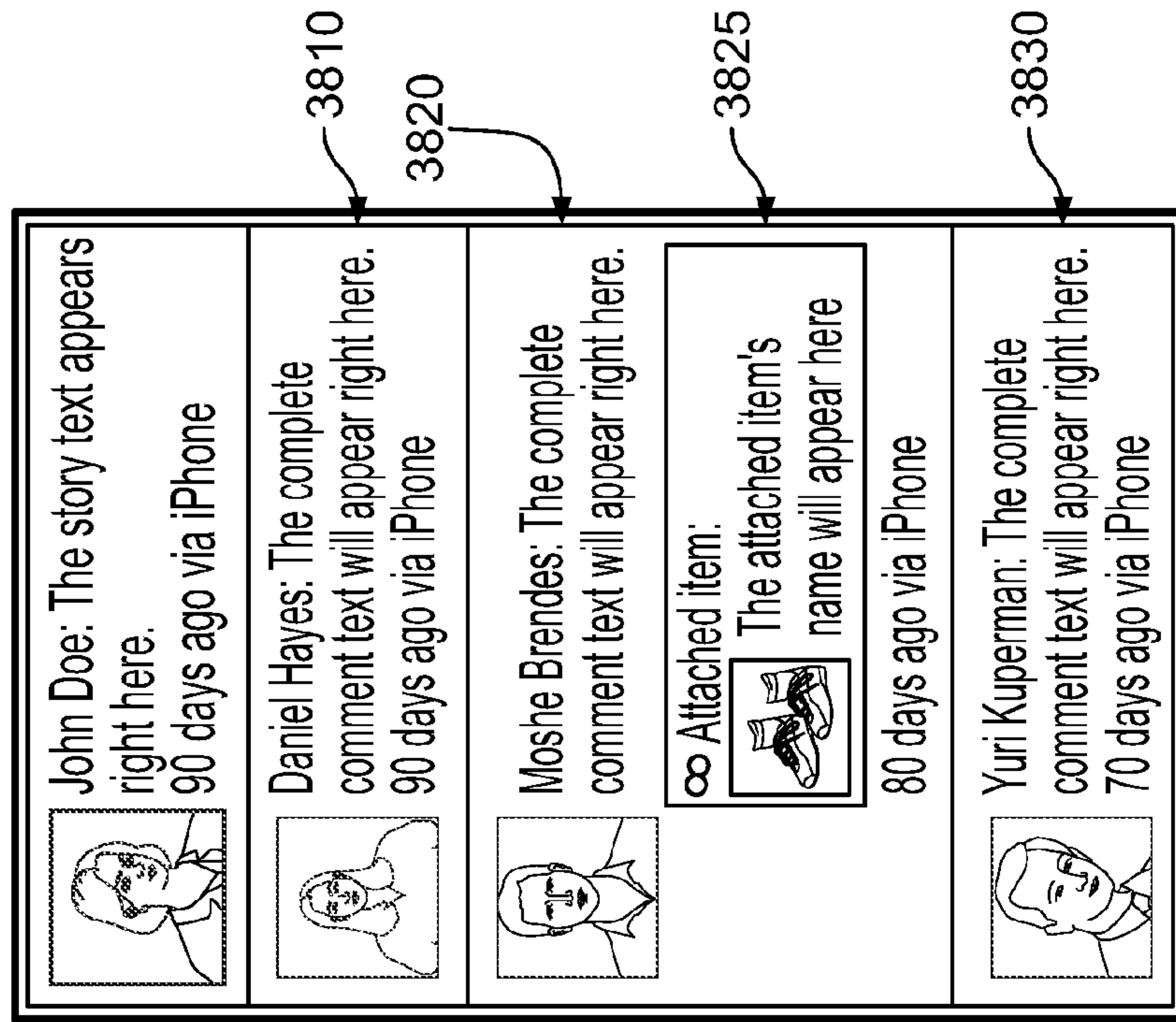



FIG. 38

3900 →

X

Get advice



Product name Product name Product name Product name
\$XXX .XX

What would you like to do?

Add to a poll

If you have a few items in mind and would like to have your followers to help by voting on what they think the best.

Ask a question

If there is something specific you'd like to know about this item, post a question and let the community help you out.

Compare

See how this item stacks up against similar products.

Talk to an expert

Talk to an expert in [Category] using the ShopYourWay chat.

FIG. 39

4000 →

	YOUR STREAM	POPULAR	BROWSING HISTORY	TAG ENTITY	PRODUCT PAGE
NEW ARRIVALS	X	X		X	
WEEKLY DEALS	X	X		X	
ADYOURWAY	X			X	
TOP SELLERS	X	X		X	
FEATURED VIDEO	X	X		X	
TOPICAL POLLS	X			X	
FEATURED USERS	X			X	
TRENDING PRODUCTS	X	X		X	
SYWR OFFERS	X	X		X	
PRE ORDERS	X	X		X	X
DEAL (PRICE DROPPED)	X	X		X	X
JOINED DELVER	X				
STARTED FOLLOWING	X				
ADDED PRODUCT TO CATALOG	X			X	
ADDED WEB-PAGE TO CATALOG	X			X	
LIKED CATALOG	X				
RATED PRODUCT	X			X	X
REVIEWED PRODUCT	X	X		X	X
UPDATED STATUS	X	X		X	
WROTE ON WALL	X			X (BY TAG ADMIN)	
PUBLISHED POLL	X	X		X	X
ASKED QUESTION ON PRODUCT	X	X		X	X
RECOMMENDED A PRODUCT	X				
ADDED PICTURE TO CATALOG	X			X	
UNLOCKED BADGE	X				
ANSWERED QUESTION	X			X	X
INSTALLED MOBILE APP	X				
TAGGED ITEM IN CATALOG	X			X	X
COMMENTED ON PRODUCT	X				
COMMENTED ON PRODUCT IN CATALOG	X				
COMMENTED ON WEB-PAGE IN CATALOG	X				
COMMENTED ON PICTURE IN CATALOG	X				
VOTED ON POLL	X				
USER FOLLOWED PRODUCT	X				
USER FOLLOWED TAG	X				
CHECKED IN	X			X (STORE ONLY)	
VIEWED PRODUCT			X		
PERFORMED SEARCH			X		

FIG. 40

4100 →

	PRODUCT	TEXT	PICTURE	VIDEO	CATALOG	TAG ENTITY	BADGE	T.POLL	HMC. POLL	PERSON	HTML
NEW ARRIVALS	X										
WEEKLY DEALS	X										
ADYOURWAY	X				X	X					
TOP SELLERS	X										
FEATURED VIDEO				X							
TOPICAL POLLS								X			
FEATURED USERS										X	
TRENDING PRODUCTS	X										
SYWR OFFERS	X										
PRE ORDERS	X										
DEAL (PRICE DROPPED)	X										
JOINED DELVER										X	
STARTED FOLLOWING										X	
ADDED PRODUCT TO CATALOG											
ADDED WEB-PAGE TO CATALOG											
LIKED CATALOG					X						
RATED PRODUCT	X										
REVIEWED PRODUCT	X										
VIEWED PRODUCT	X										
PERFORMED SEARCH											
UPDATED STATUS		X									
WROTE ON WALL		X									
PUBLISHED POLL								X	X		
ASKED QUESTION ON PRODUCT	X										
RECOMMENDED A PRODUCT	X										
ADDED PICTURE TO CATALOG											
UNLOCKED BADGE							X				
ANSWERED QUESTION	X										
INSTALLED MOBILE APP			X								
TAGGED ITEM IN CATALOG											
COMMENTED ON PRODUCT	X										
COMMENTED ON PRODUCT IN CATALOG	X										
COMMENTED ON WEB-PAGE IN CATALOG											
COMMENTED ON PICTURE IN CATALOG											
VOTED ON POLL									X		
USER FOLLOWED TAG						X					
CHECKED IN						X					

FIG. 41

Catalog Page

Shop Your Way ▾

Moran

Rewards

✉

🛒

Home / People / Moran Haviv / Catalogs / Things I Like

Things I Like by Moran Haviv

Last updated 65 days ago

Created 105 days ago

Report this Cool things I collect along the way. Let me know what you like!

Items (158)

Followers (12)

Likes(18)

Comments(21)

Share

✉

📧

📱

🌐

Total Price: \$1,146.60

Related tags: [Fashion](#), [Dress](#), [Laptop](#), [Kardashian](#)

Edit Settings

Add a new Product Image Video Comment


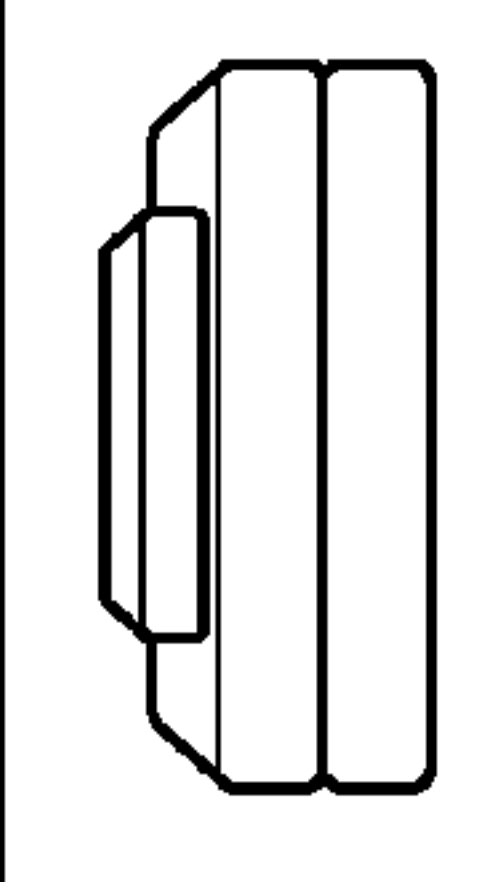
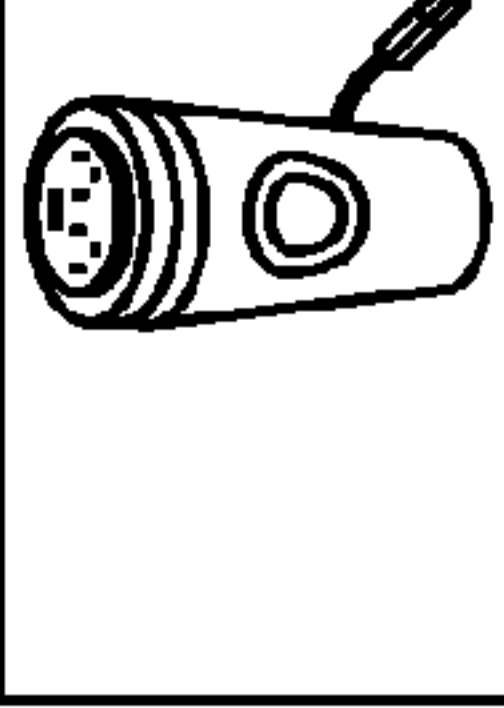
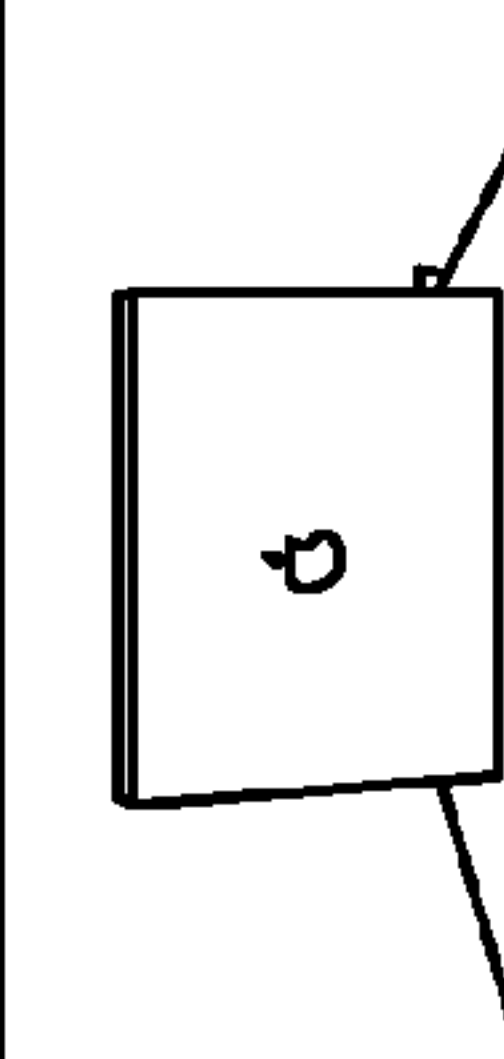
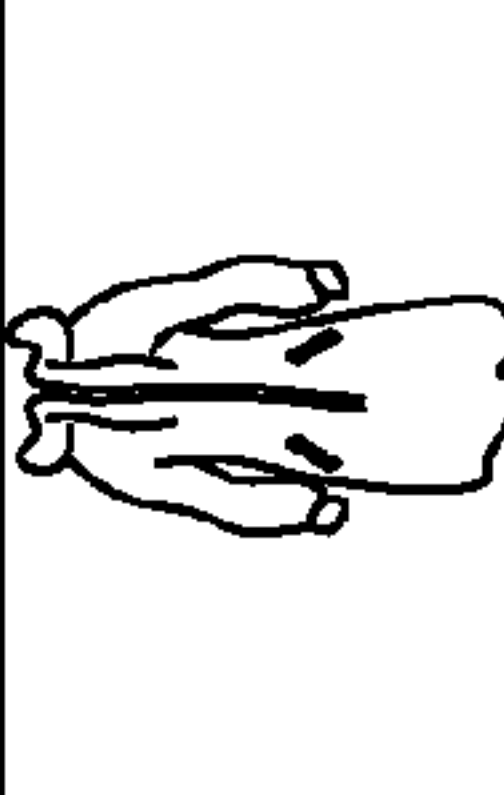
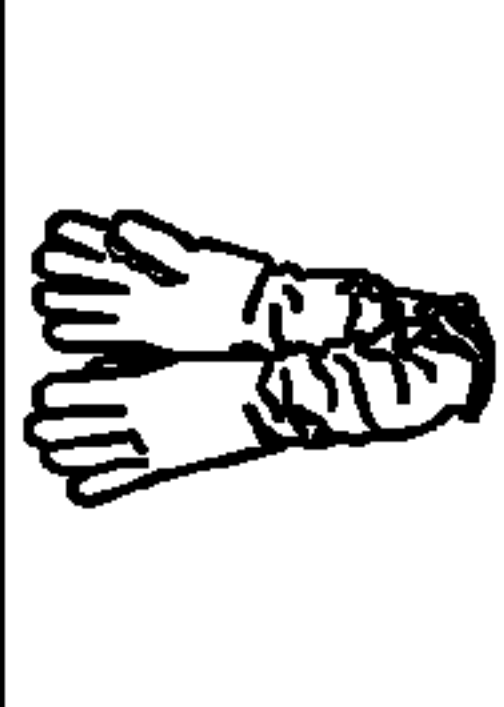
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	<p>Warm & Cozy Flannel Sheet...</p> <p>Added on August 2</p> <p>☆☆☆</p> <p>\$12.99 - \$24.99</p> <p>Comment</p>		
	<p>PowerLine PowerCup DC to AC</p> <p>Added on August 2</p> <p>☆☆☆</p> <p>\$14.99</p> <p>Comment</p>		
	<p>Dandelion Laptop / Notebook...</p> <p>Added on August 2</p> <p>☆☆☆</p> <p>\$14.99</p> <p>Comment</p>		
	<p>Warm & Cozy Coat</p> <p>Added on August 2</p> <p>☆☆☆</p> <p>\$164.9</p> <p>Comment</p>		
	<p>Warm & Cozy Coat</p> <p>Added on August 2</p> <p>☆☆☆</p> <p>\$164.9</p> <p>Comment</p>		

FIG. 42

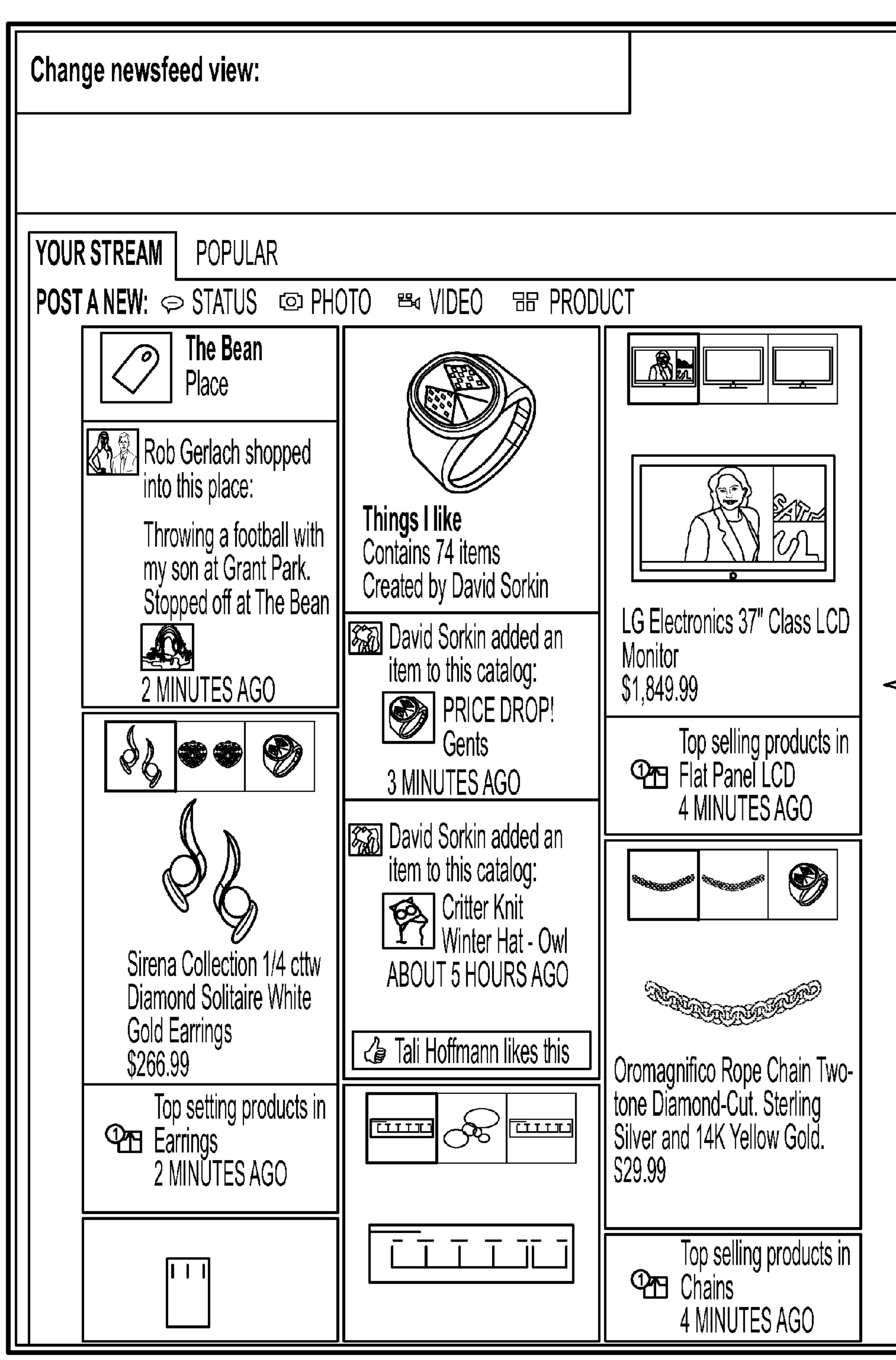
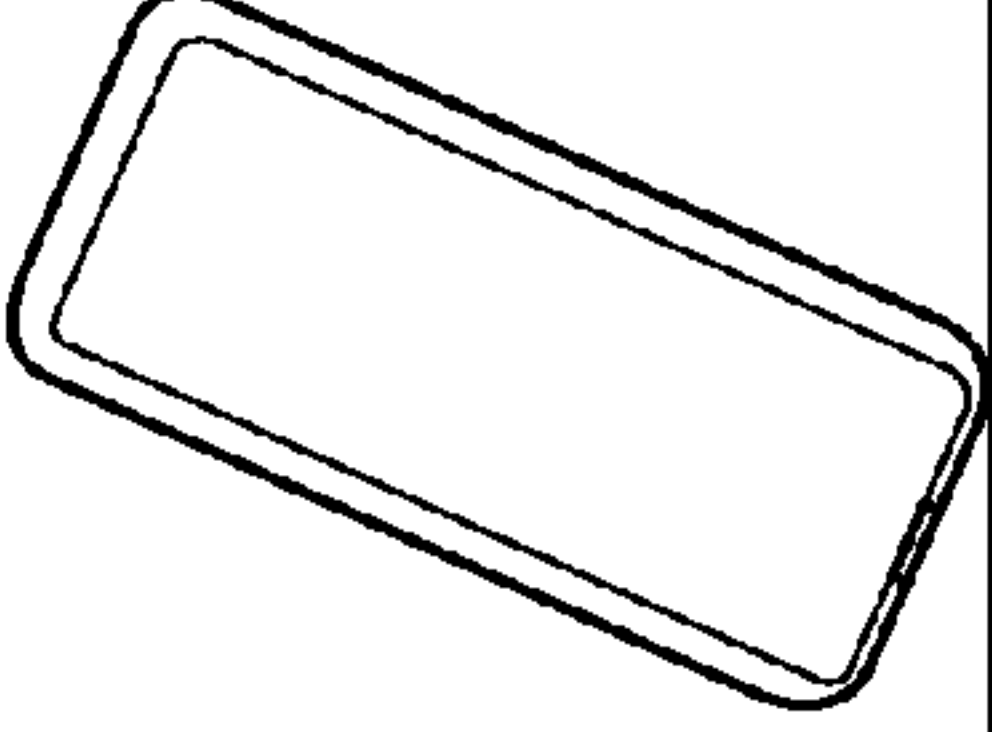



FIG. 43




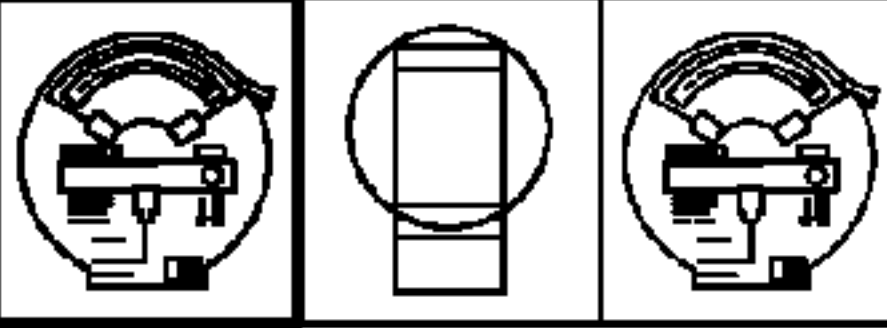
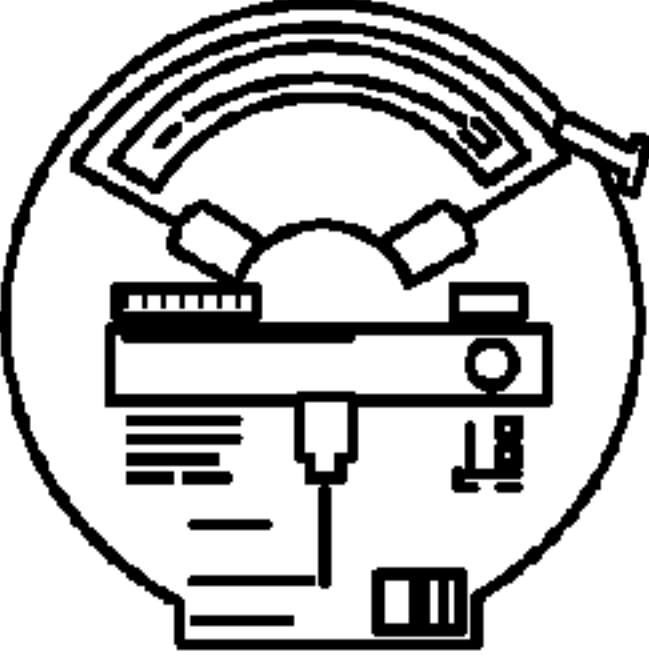



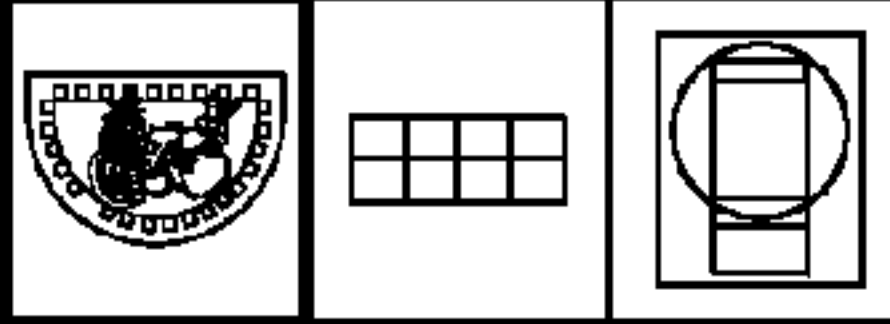
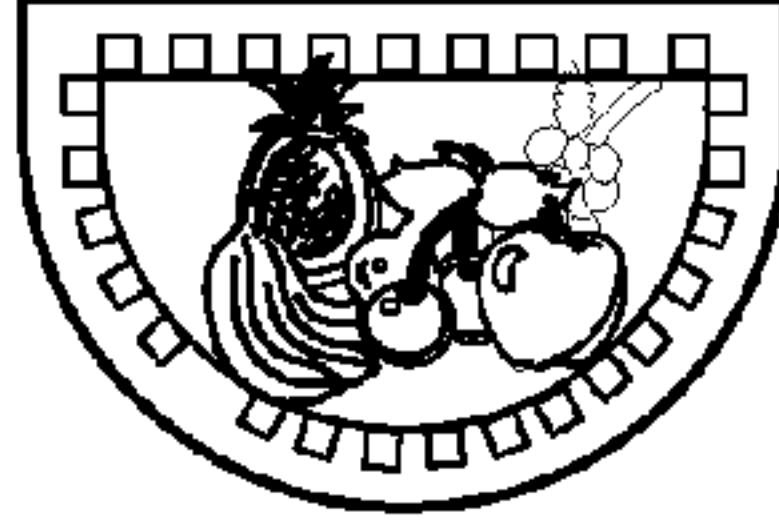

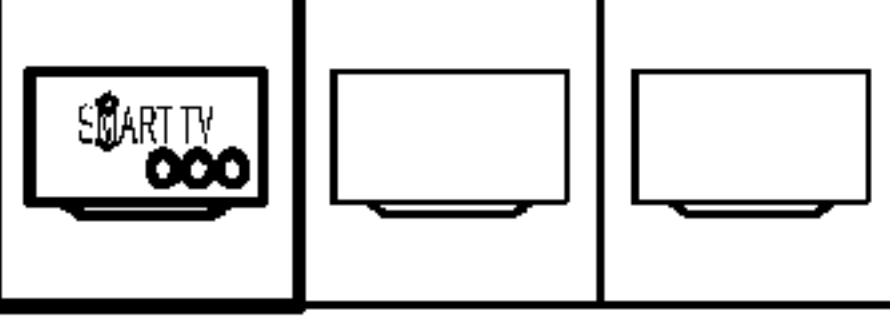


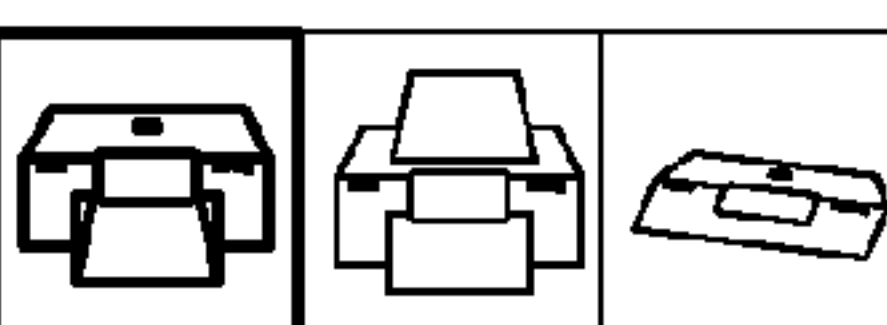
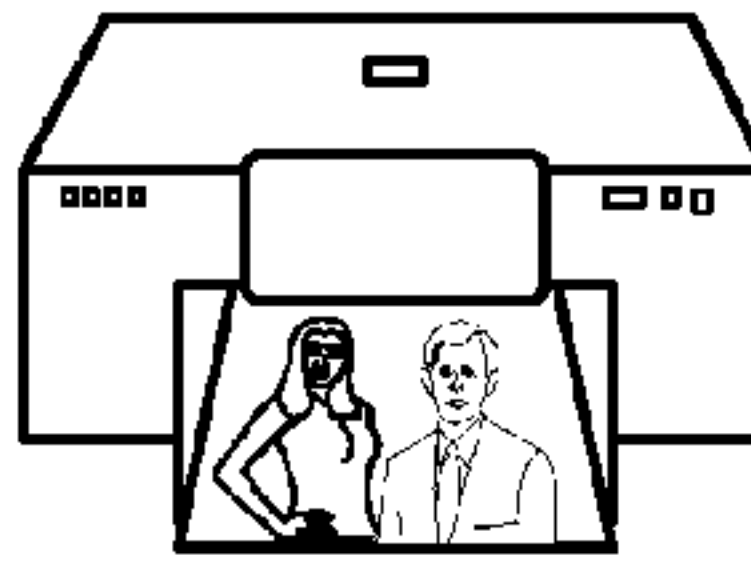



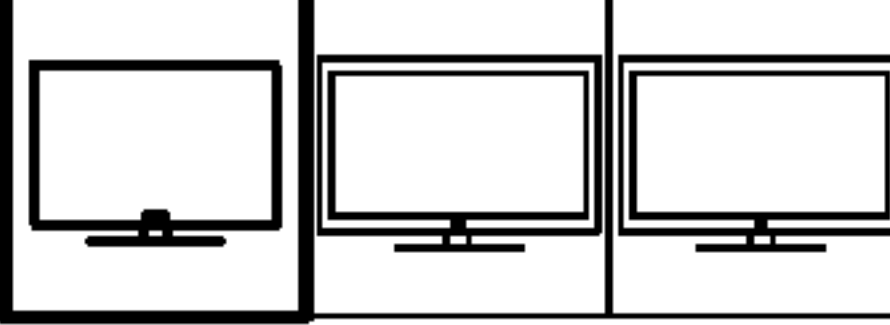
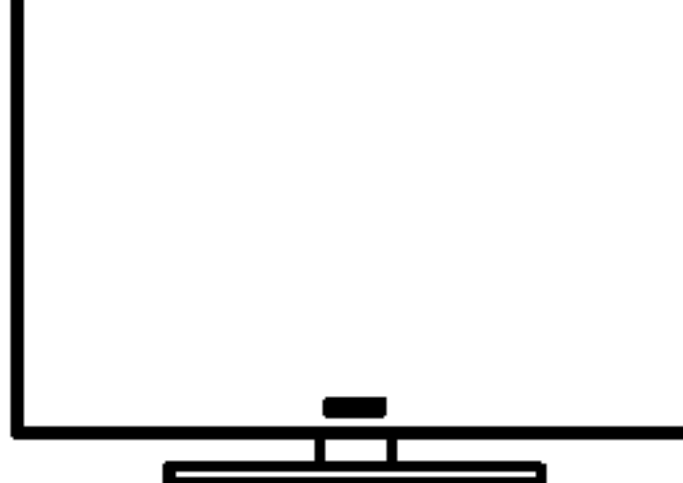
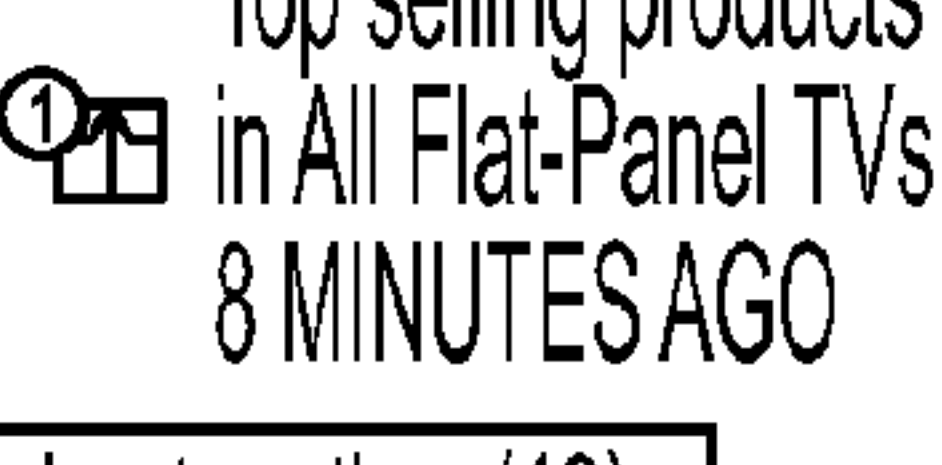


More columns in masonry view

Feed Width: 

[Go back to the Classic Newsfeed](#)

[ALL STORIES ▼](#)

<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">1 cttw Princess and Baguette Diamond Ring \$499.99</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Craftsman 5/8 in. x 25 ft. Heavy Duty Hose \$22.99</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Lab Created Sapphire Pendant Heart Sterling Silver Pink \$28.49</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Whole Home 30 in. x 20 in. Slice Fruit Kitchen Rug \$11.99</p> <div style="text-align: center; margin-top: 10px;">  </div>
<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Samsung 55" Class 1080p 240Hz Slim 3D LED SMART HDTV UN55ES8000 with 4 pairs of 3D active glasses \$2,899.99</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Hewlett Packard Photosmart Premium e-all-In-One Printer-C310a Remanufactured \$79.99</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Lab Created Opal and Diamond Accent Ring \$39.99</p> <div style="text-align: center; margin-top: 10px;">  </div>	<div style="display: flex; justify-content: space-around; margin-bottom: 5px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="text-align: center;">Magnavox 32" Class LCD HDTV \$249.99 - \$299.99</p> <div style="text-align: center; margin-top: 10px;">  </div>




FIG. 43 (Cont.)

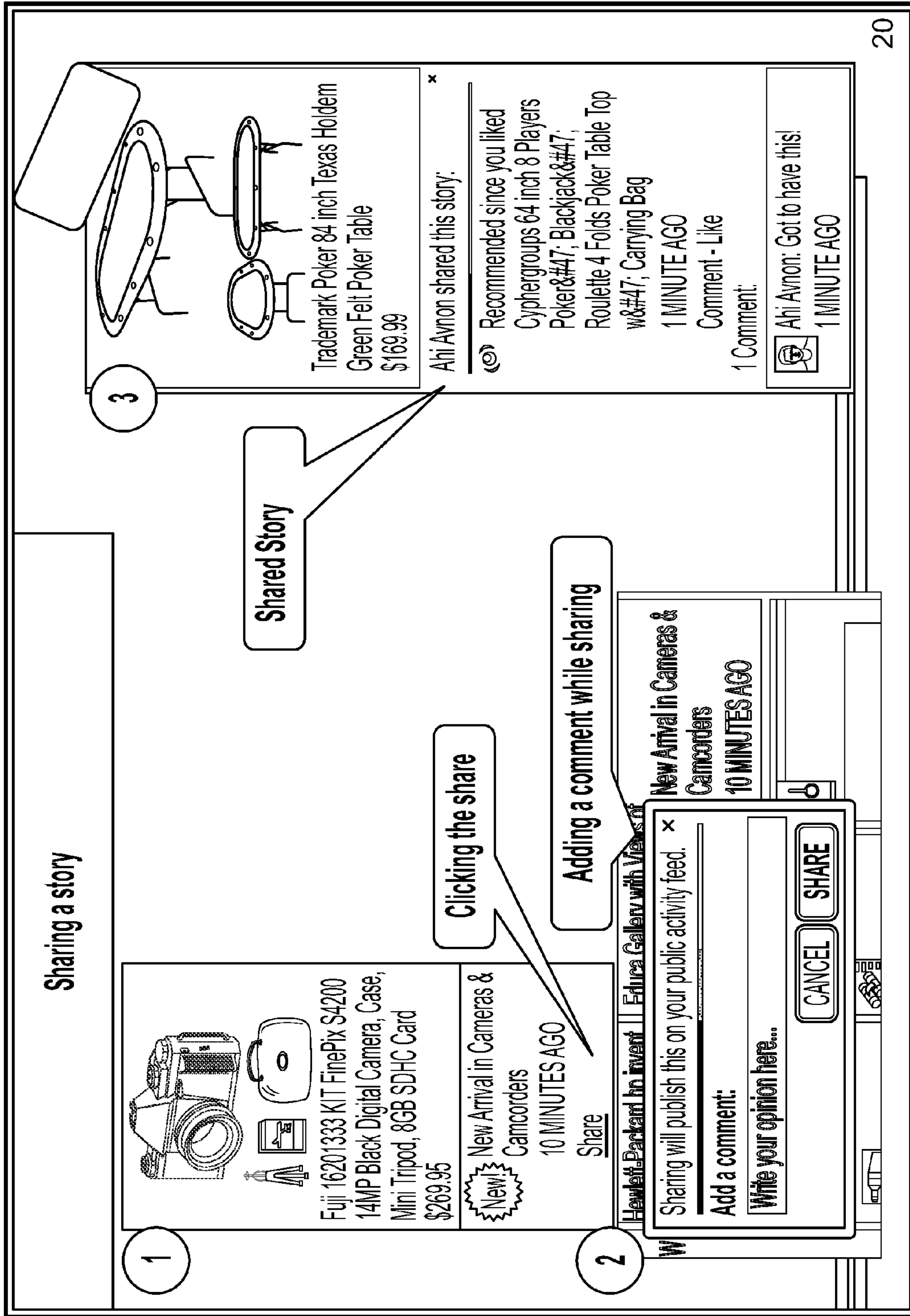


FIG. 44

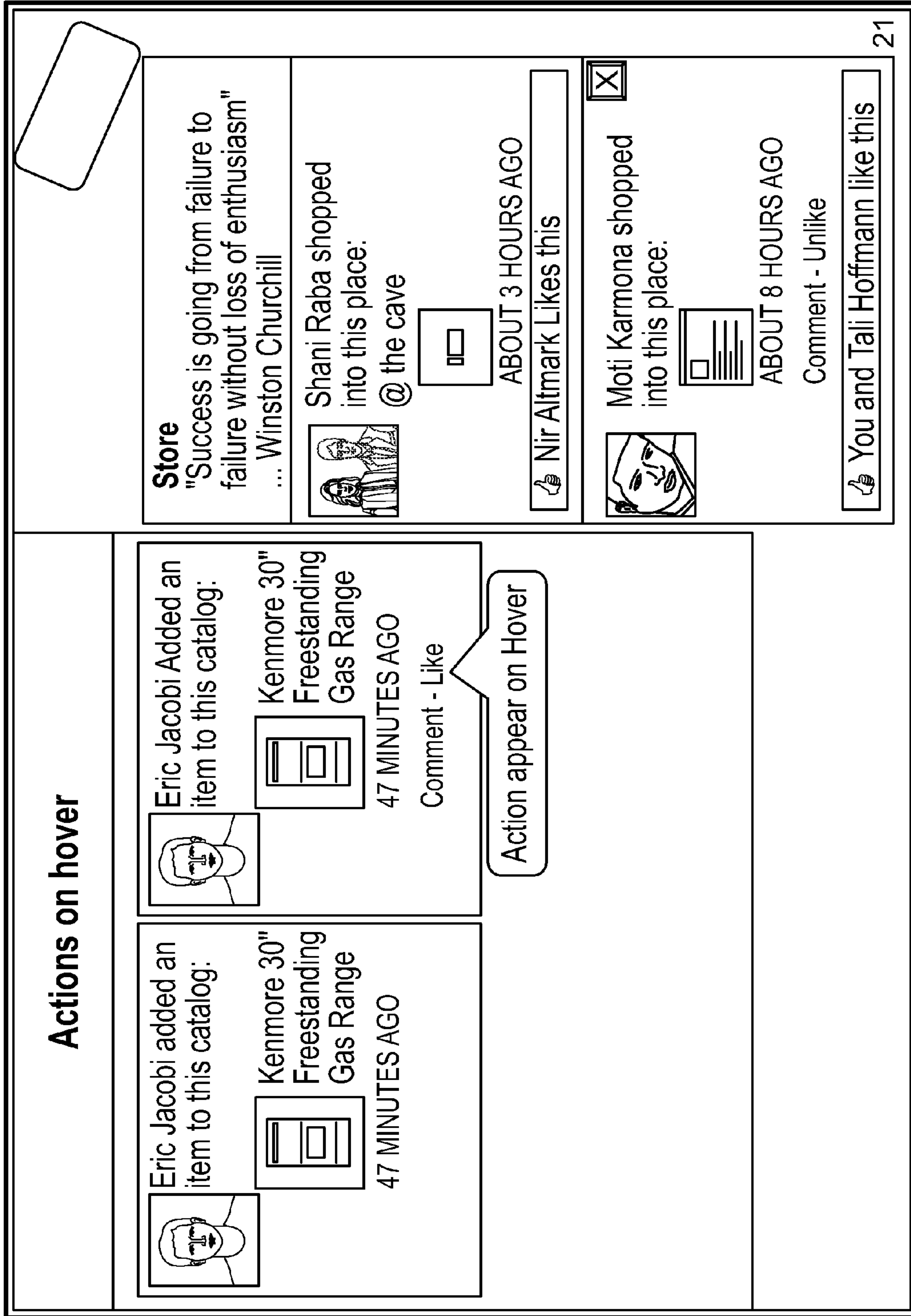


FIG. 45

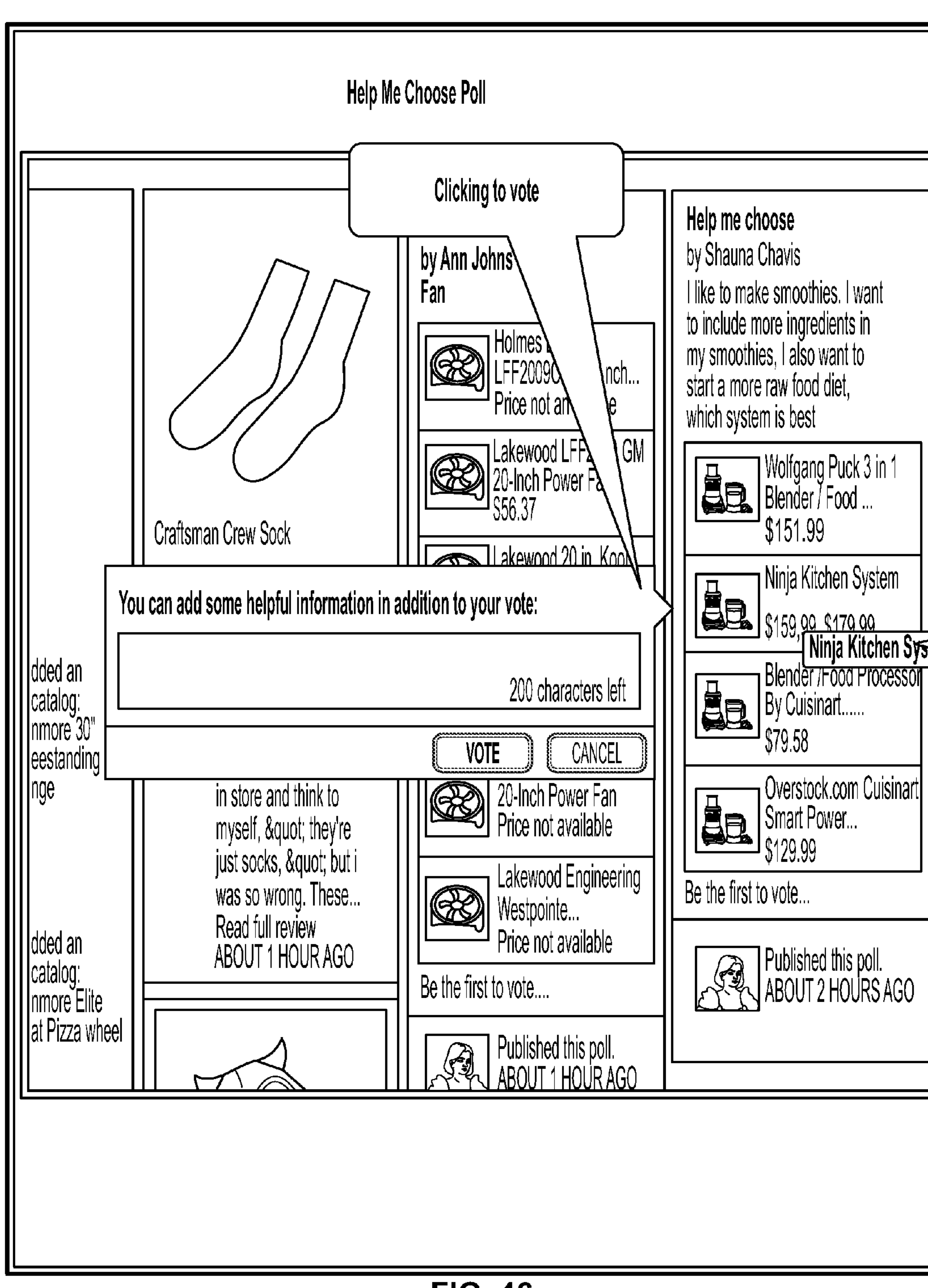


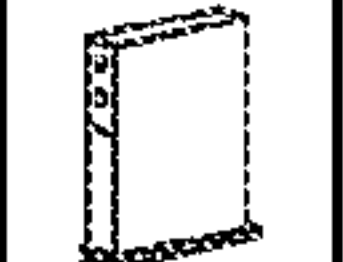
FIG. 46

After Voting

Help me choose Wireless Router by Moti Karmona

I had Linksys Wireless Broadband Router WRT54GL for couple of years and I was very happy with it but lately I am experiencing too many disconnects.

amazng

	Cisco Linksys Wireless Router E4200 ... \$208.94
	LINKSYS WRT400N 4-PORT SIMULTANEOUS ... \$158.65
	Netgear RANGEMAX DUAL BAND WIRELESS-N ... \$135.51
	Netgear N600 Wireless Dual Band ... \$169.95

Click to un-vote

Matte Satin Ar
Price not avail

Moranw
wish lis
ABOUT

Eui Chu
like
ABOUT

published this poll.
ABOUT 1 HOUR AGO

3 Comments:

Moti Karmona: I had Linksys Wireless-G Broadband Router WRT54GL for couple of years and I was very happy with it

Moti Karm

2 Comments:

DAWN
nice o
ABOU

FIG. 46 (Cont.)

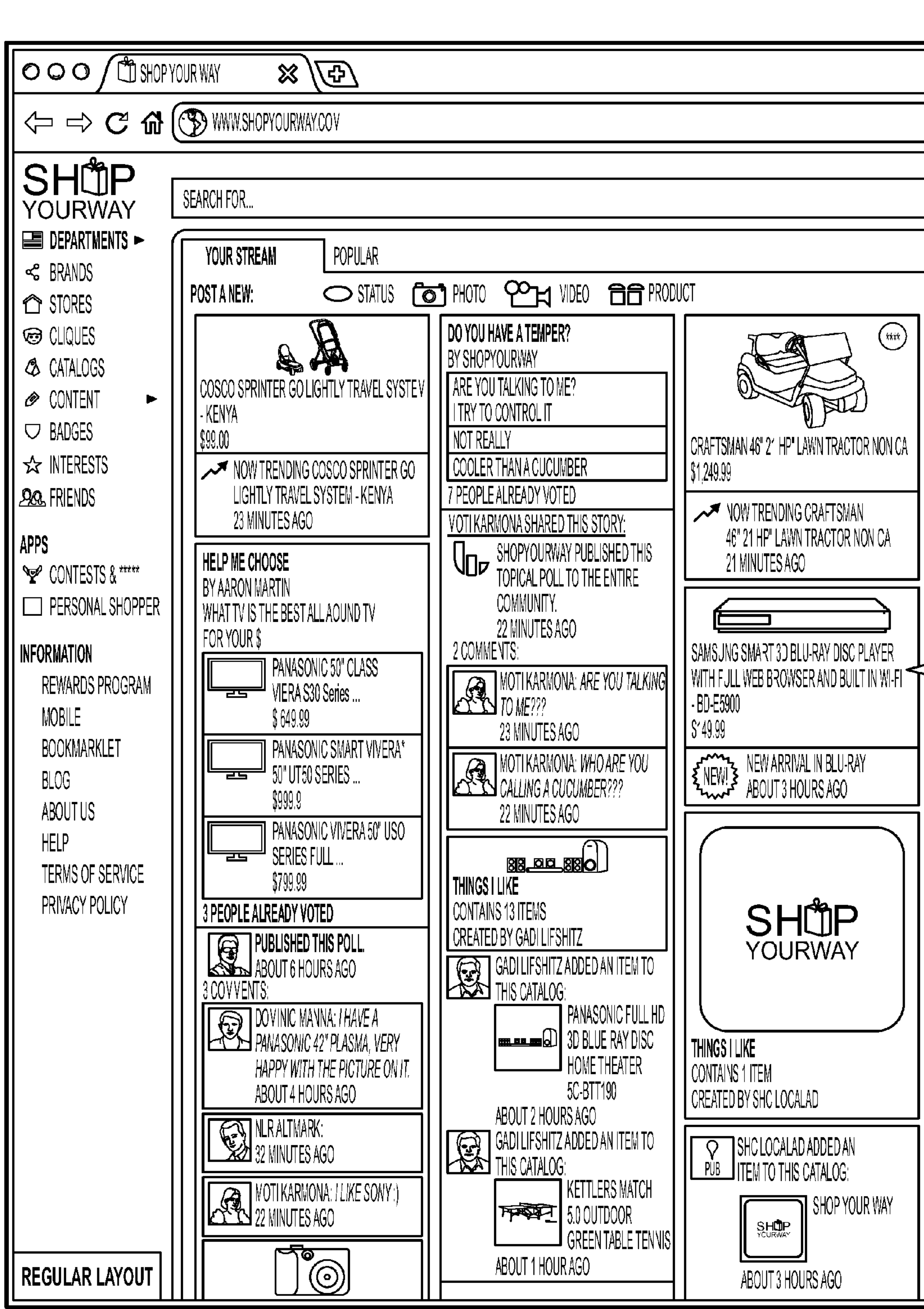


FIG. 47

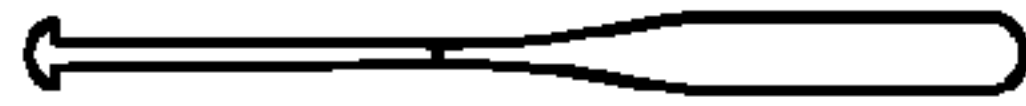
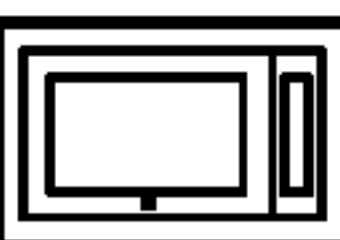
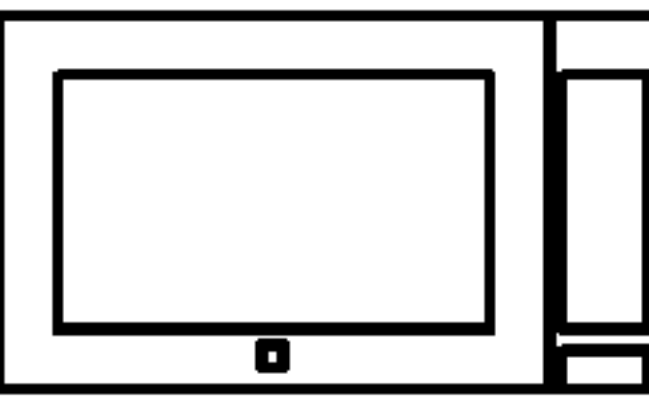
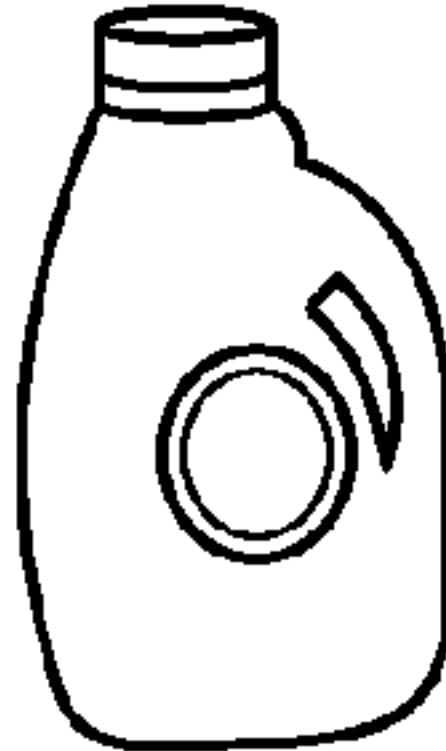

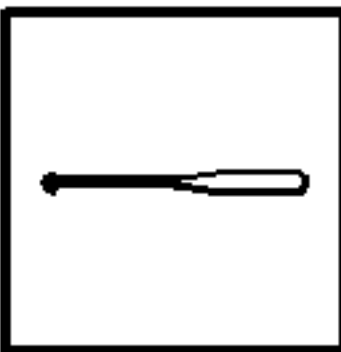



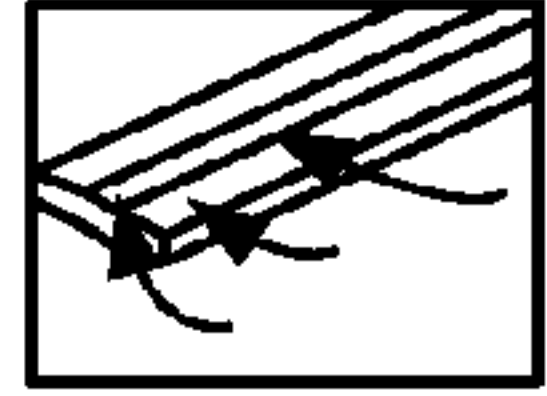

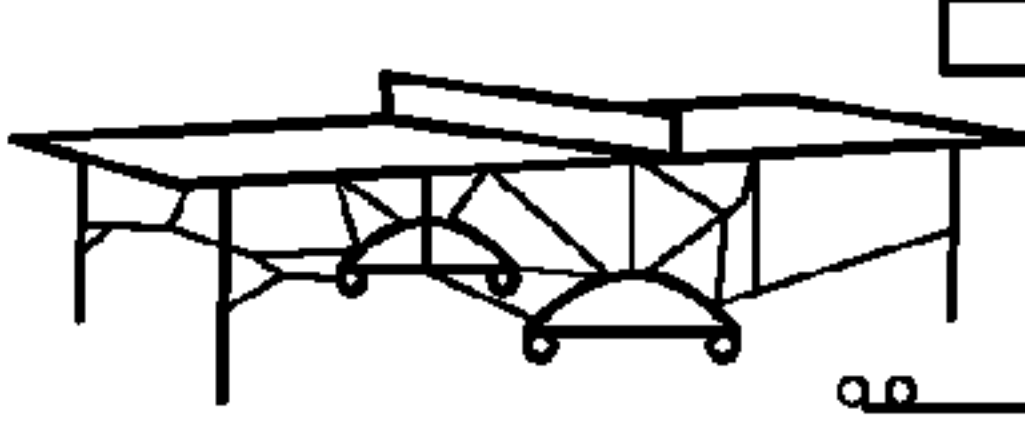









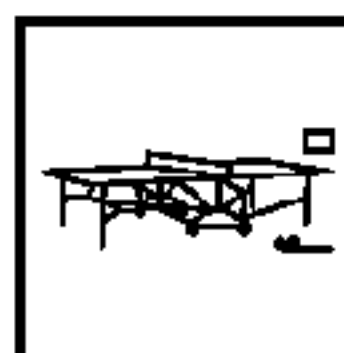
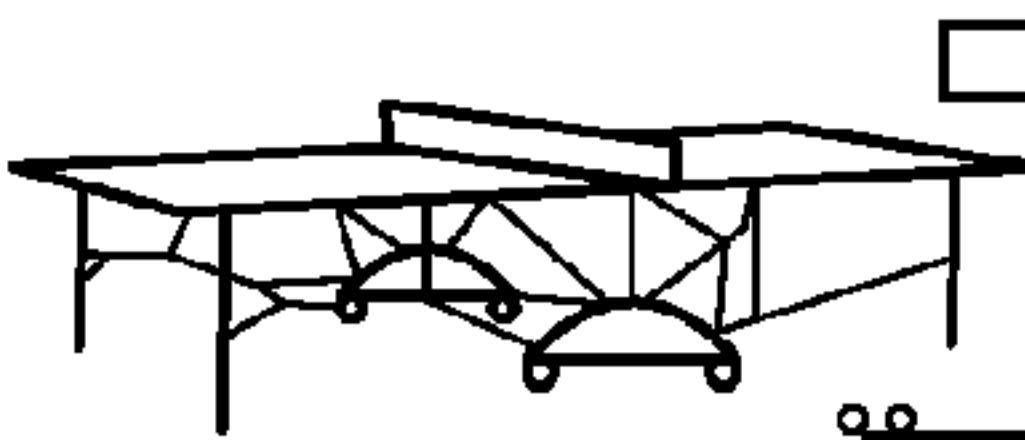
 <p>MY WISH LIST CONTAINS 394 ITEMS CREATED BY NIR ALTMARK</p>	  <p>KENMORE 1.2 CU. FT. COUNTERTOP MICROWAVE (MODEL 6912) \$129.99</p>					
 <p>NIR ALTMARK ADDED AN ITEM TO THIS CATALOG: WILSON 8X2 - 11 BASEBALL BAT</p> 	 <p>RECOMMENDED SINCE YOU VIEWED KENMORE 1.1 CU. FT. COUNTERTOP MICROWAVE OVEN ABOUT 2 HOURS AGO</p>	<p>TIDE DETERGENT, 2X CONCENTRATED, ORIGINAL SCENT, 50 FT OZ (1.56 QT) 1.47 LT \$8.75</p>				
<p>09 MINUTES AGO</p>  <p>NIR ALTMARK ADDED AN ITEM TO THIS CATALOG: RAZOR E100 ELECTRIC SCOOTER RED</p>  <p>ABOUT 4 HOURS AGO</p>	 <p>LAWN AND GARDEN PROJECT CONTAINS 2 ITEMS CREATED BY CRAFTSMAN</p>	 <p>NOW TRENDING TIDE DETERGENT, 2X CONCENTRATED, ORIGINAL SCENT, 50 FT OZ (1.56 QT) 1.47 LT ABOUT 8 HOURS AGO</p> 				
 <p>NIR ALTMARK ADDED AN ITEM TO THIS CATALOG: MAGNAVO** 19" CLASS LED LCD HDTV</p>  <p>ABOUT 3 HOURS AGO</p>	 <p>CRAFTSMAN ADDED PLANTER BOX TO THIS CATALOG. ABOUT 8 HOURS AGO</p> <p>1 COMMENT:</p>  <p>CRISTINA CORDOVA: HOW TO BUILD A PLANTER BOX ABOUT 8 HOURS AGO</p>	<p>THINGS I LIKE CONTAINS 7 ITEMS CREATED BY PRASHANT KUMAR</p>				
<p>2 COMMENTS:</p>  <p>GADI LIFSHTIZ: JUST 19"? WHY NOT GO FOR THE 22" MODEL? ABOUT 5 HOURS AGO</p>  <p>NIR ALTMARK: I'LL TAKE BOTH OF THEM! 31 MINUTES AGO</p>	 <p>CRAFTSMAN ADDED CRAFTSMAN TO THIS CATALOG. ABOUT 8 HOURS AGO</p> <p>1 COMMENT:</p>  <p>CRISTINA CORDOVA: HOW TO BUILT A PLANTER TRELLIS ABOUT 8 HOURS AGO</p>	 <p>PRASHANT KUMAR ADDED AN ITEM TO THIS CATALOG:</p>  <p>KETTLER MATCH 5.0 OUTDOOR GREEN TABLE TENNIS ABOUT 8 HOURS AGO</p>				
<p>HAVE YOU RAKED LEAVES FROM YOUR LAWN YET? BY SHOPYOURWAY</p> <table border="1"> <tr><td>WITH MY NEW LEAFBLOWER</td></tr> <tr><td>I GOT MY KID TO DO IT</td></tr> <tr><td>I WILL SOON</td></tr> <tr><td>I DONT HAVE A YARD</td></tr> </table> <p>54 PEOPLE ALREADY VOTED</p>	WITH MY NEW LEAFBLOWER	I GOT MY KID TO DO IT	I WILL SOON	I DONT HAVE A YARD		 <p>KETTLER MATCH 5.0 OUTDOOR GREEN TABLE TENNIS \$764.10</p>
WITH MY NEW LEAFBLOWER						
I GOT MY KID TO DO IT						
I WILL SOON						
I DONT HAVE A YARD						

FIG. 47 (Cont.)

The screenshot displays a web application interface with a top navigation bar and a main content area. The navigation bar includes a search icon, a user profile for 'EUI CHUNG', a 'REWARDS 2,739 POINTS' indicator, and a notification icon with a '1' badge. Below the navigation bar, there are options for 'FEED WIDTH' and a link to 'GO BACK TO THE CLASSIC NEWSFEED'. The main content area is a grid of various items:

- SEARS HOLDINGS - BLDG A PLACE**: A card with a tag icon and a user profile for 'ANGELA GUZZETTA' who 'SHOPPED INTO THIS PLACE. ABOUT 3 HOURS AGO'.
- SONY MINI HI-FI CD SHELF SYSTEM**: A card with a product image and price '\$135.99 - \$159.99'.
- SPRING WRAPS | STYLE: EPISODE 22**: A card with a video player icon and a 'FEATURED SHOP YOUR VIDEO! ABOUT 8 HOURS AGO' label.
- OH, BABY!**: A card with a baby item image, stating 'CONTAINS 13 ITEMS CREATED BY MARI CORELLA'.
- MARI CORELLA ADDED AN ITEM TO THIS CATALOG:**: A card featuring a 'COSCO TOP SIDE BOOSTER CAR SEAT' with a price range of '\$252.99 - \$379.99'.
- BEST BUY BUYER'S PICK**: A card for a 'KENMORE PROGRESSIVE CANISTER VACUUM CLEANER, BLUEBERRY'.
- OSTER 5965 STAINLESS-STEEL 1-1/2-LITER ELECTRIC WATER KETTLE**: A card with a product image and price '\$74.80'.
- ANNIE VICKERY REVIEWED THIS:**: A card with a review for the vacuum cleaner, stating 'GREAT VAC AT A GREAT PRICE' and 'I LOVE THIS VACUUM!!! LIVE IN AN OLD FARMHOUSE AND REALLY NEED A VACUUM THAT CAN DO A LOT OF DIFFERENT THINGS. ... READ FULL REVIEW ABOUT 10 HOURS AGO'.
- LAURI JOFFE RECOMMENDED THIS PRODUCT TO ADI HLELL:**: A card with a review for the water kettle, stating 'THIS IS A GREAT KETTLE! ABOUT 4 HOURS AGO'.
- GRAB-N-GO**: A card with a play button icon and the text 'GRAB N GO: HOW TO REMOVE THE FREEZER DRAWER'.
- FEATURED SHOP YOUR WAY VIDEO!**: A card with a video player icon and the text 'ABOUT 6 HOURS AGO'.
- THINGS I LIKE**: A card with an arrow image, stating 'CONTAINS 2-4 ITEMS CREATED BY NIR ALTMARK'.
- NIR ALTMARK ADDED AN ITEM TO THIS CATALOG:**: A card featuring 'GOLD TIP VELOCITY XT DOZEN ARROWS SIZE 300 2" VANES TXT 300A2'.

At the bottom right of the grid, there is a 'SHOPPING TOGETHER (28)' button.

FIG. 47 (Cont.)

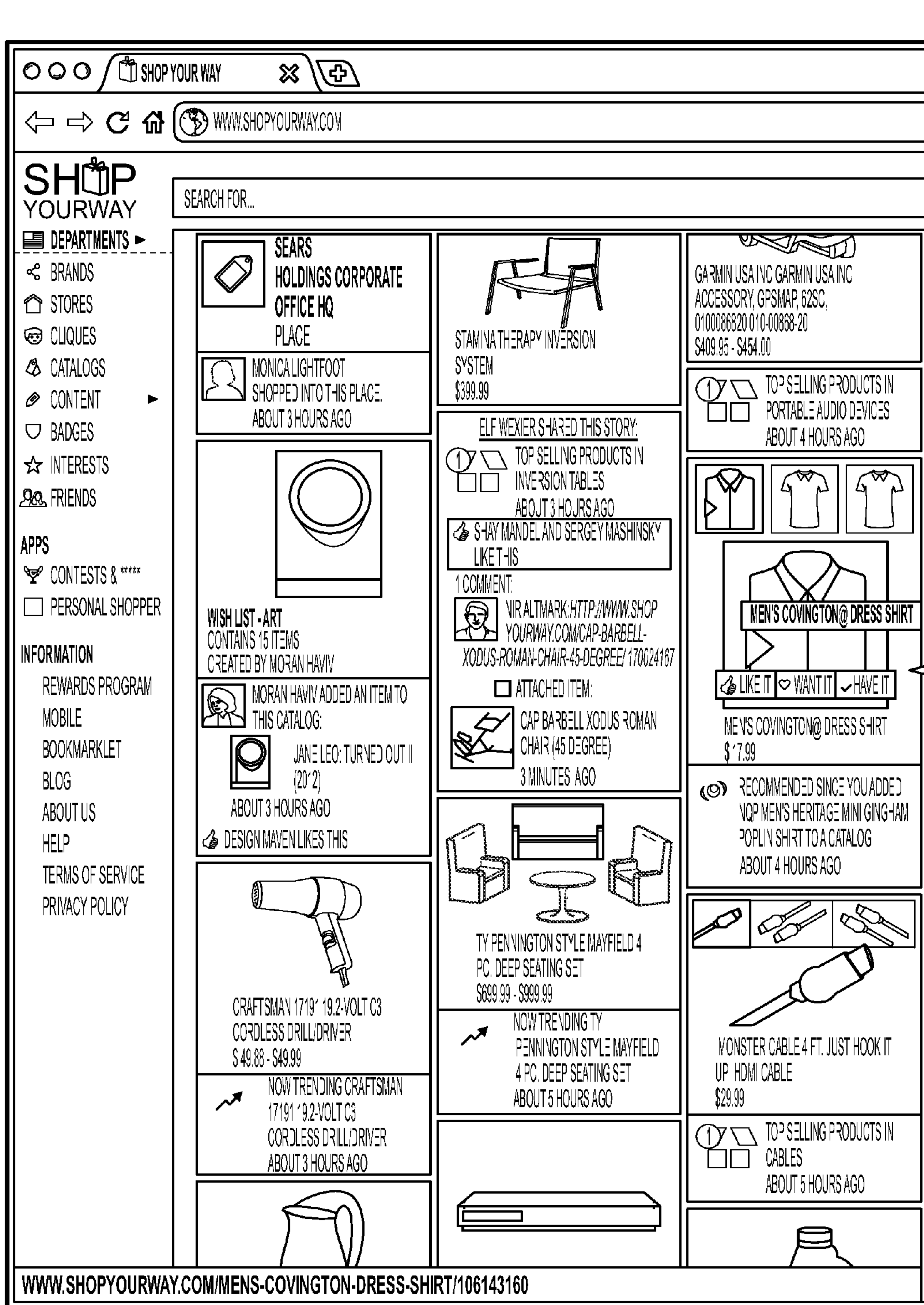


FIG. 48

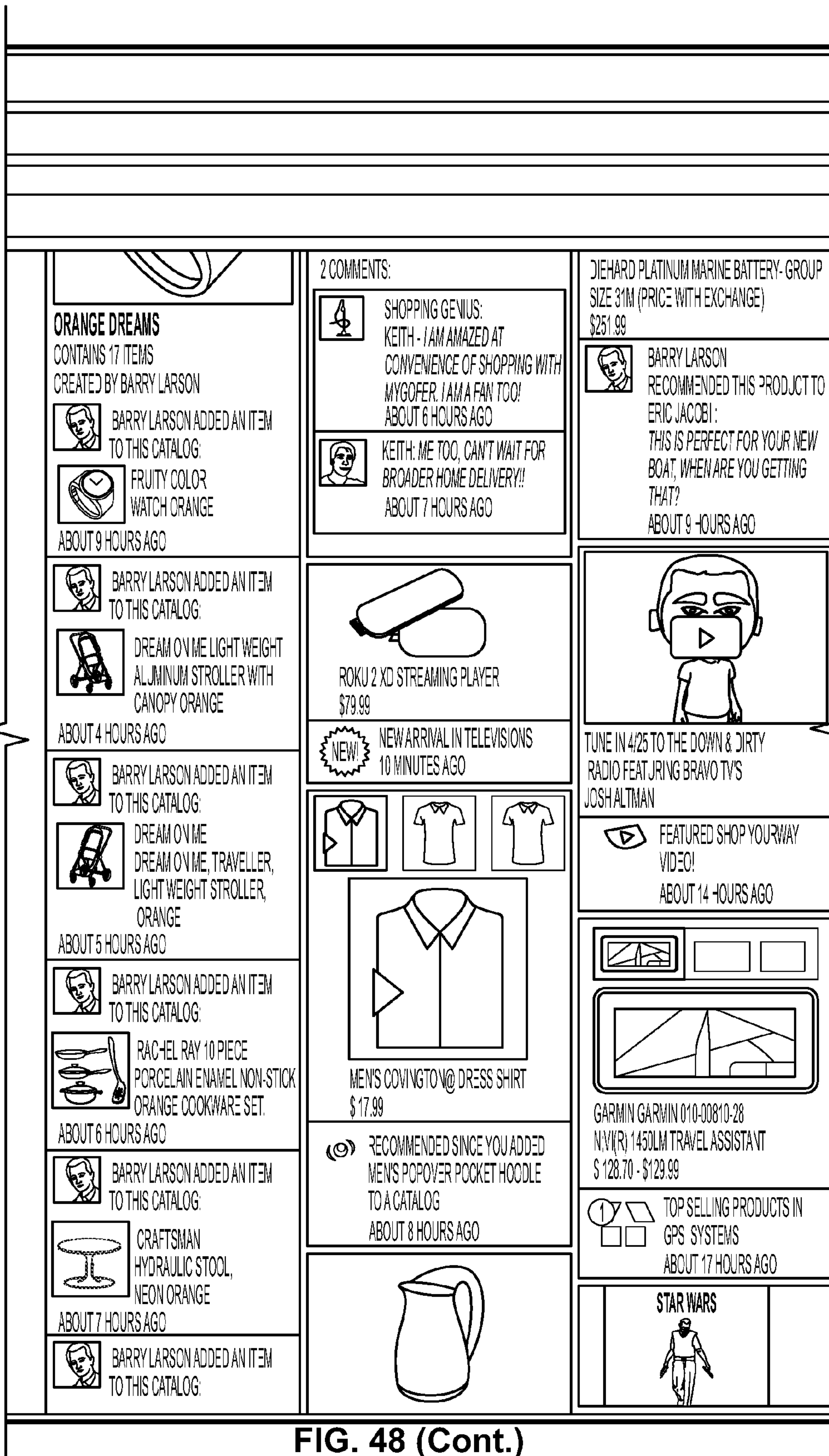


FIG. 48 (Cont.)

The screenshot displays a shopping website interface with a top navigation bar containing a search icon, a user profile for 'EUI CHUNG', a 'REWARDS' section with '2,739 POINTS', and a notification icon with '1'. The main content area is divided into several sections:

- Product Listing 1:** LEAPFROG ENTERPRISES LEAPSTER EXPLORER CAMERA 39400, \$19.78 - \$29.99. Includes a 'NEW!' badge and 'NEW ARRIVAL IN PORTABLE AUDIO DEVICES' with '15 MINUTES AGO'.
- Product Listing 2:** SEIKI 32" LED TV - SE321FB, \$249.88 - \$279.99. Includes a 'NOW TRENDING' badge and 'ABOUT 15 HOURS AGO'.
- Section: HELP ME CHOOSE** BY LLOYD HOLDER, COMPARE DRYERS. Lists three electric dryers: MAYTAG 7.0 CU. FT. CAPACITY ELECTRIC DRYER (\$498.99), WHIRLPOOL 7.0 CU. FT. CAPACITY... (\$488.99), and KENMORE 7.0 CU. FT. ELECTRIC DRYER, WHITE (\$498.39 - \$622.99). '4 PEOPLE ALREADY VOTED'.
- Section: TO BE IN YOUR SNACK CUPBOARD?** BY SMART SENSE. Poll question: 'WHICH IS MORE LIKELY TO BE IN YOUR SNACK CUPBOARD?'. Options: SMART SENSE RUSSIA YOGURT COVERED, (\$3.49), SMART SENSE CASHEWS, WHOLE, FANCY, (\$5.79), SMART SENSE CHEESE FLAVORED BALLS, 18... (\$3.90). '5 PEOPLE ALREADY VOTED'.
- Section: PUBLISHED THIS POLL.** ABOUT 10 HOURS AGO. '5 COMMENTS: (SEE ALL)'. Comments from JULIET ***, BECKY FREEMAN, and PRASHANT KUMAR.
- Section: MY WISH LIST:** CONTAINS 2 ITEMS, CREATED BY BREANNA PECHIN. Items: BERRICLE STERLING SILVER 925 CUBIC ZIRERIA CZ RING SIZE 456789 TO MOTHER'S DAY RING JEWELRY.
- Section: PUBLISHED THIS POLL.** ABOUT 12 HOURS AGO. '15 COMMENTS: (SEE ALL)'. Comments from JONATHON RECKLES, JENNIFER KENNEY, DEBORAH GIBSON, and JENNIFER ALDERMAN.
- Section: FAMILY GAME NIGHT AT OUR HOUSE INCLUDES...** BY SHOPYOURWAY. Lists games: GAMES THAT MAKE US THINK WE'RE ALL ABOUT TRIVIA, EASY TO PLAY IS OUR WAY, BRING ON THE CARDS, WE'D RATHER WATCH TV. '44 PEOPLE ALREADY VOTED'.
- Section: SHOP YOURWAY PUBLISHED THIS TOPICAL POLL TO THE ENTIRE COMMUNITY.** ABOUT 13 HOURS AGO.
- Section: BAR CHART** showing product sales. Item: PANASONIC FULL HD 3D BLU-RAY DISC HOME THEATRE SC-BTT195, \$399.99.
- Section: TOP SELLING PRODUCTS IN HOME THEATER SYSTEMS** ABOUT 8 HOURS AGO.
- Section: GRAB-N-GO GRAB** SHOPPING TOGETHER (29)

FIG. 48 (Cont.)

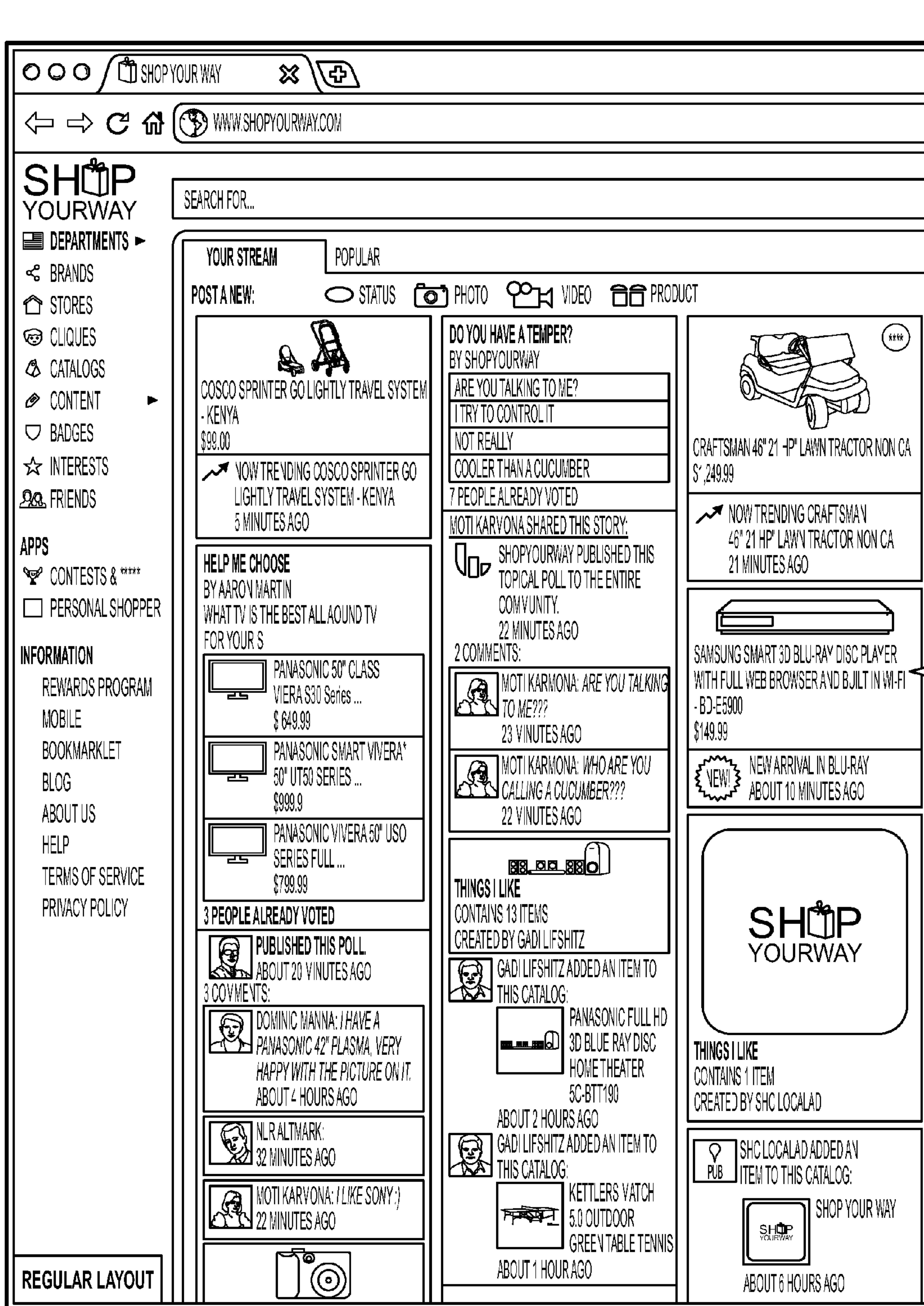


FIG. 49


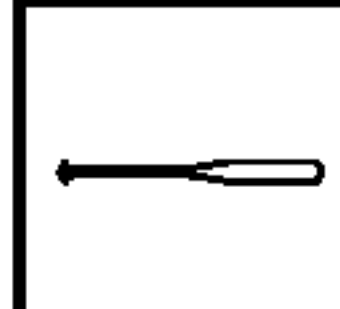

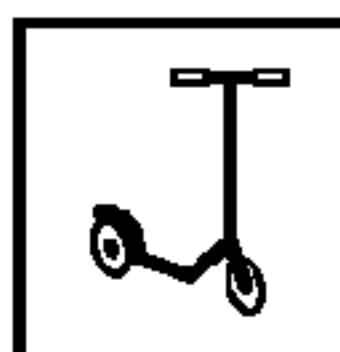

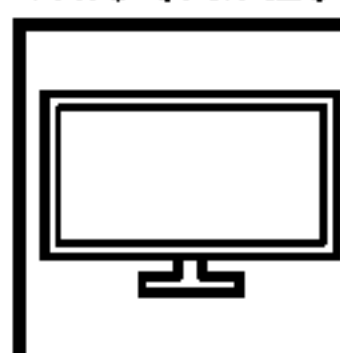


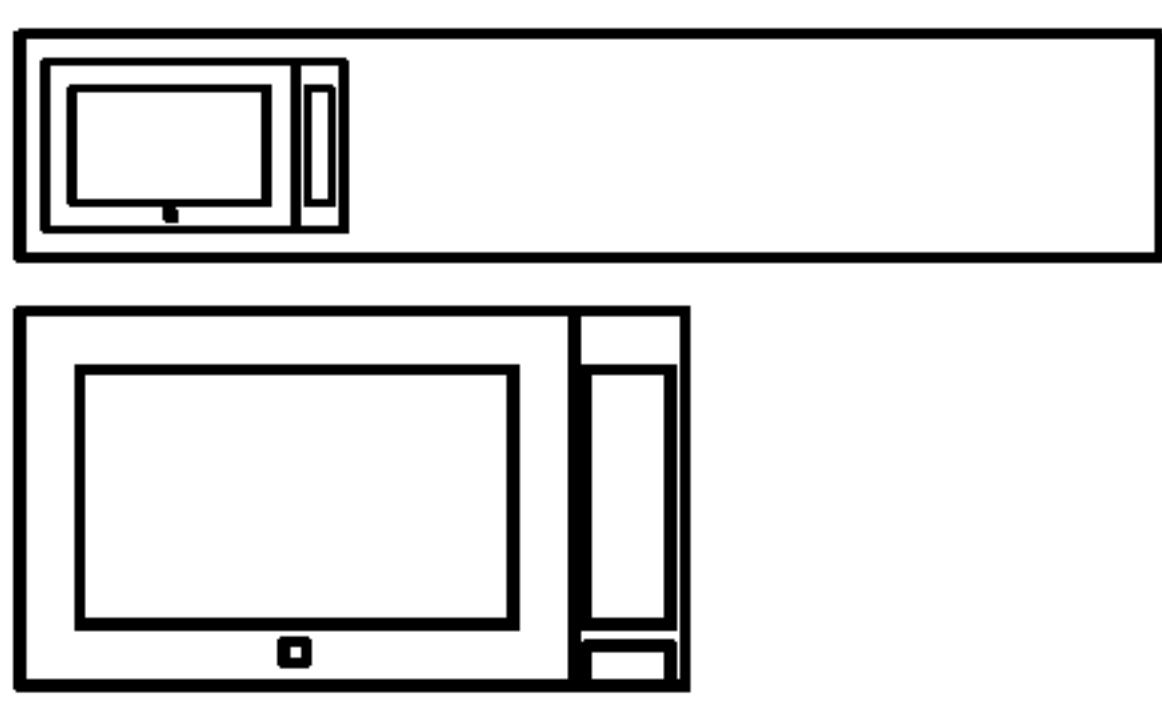

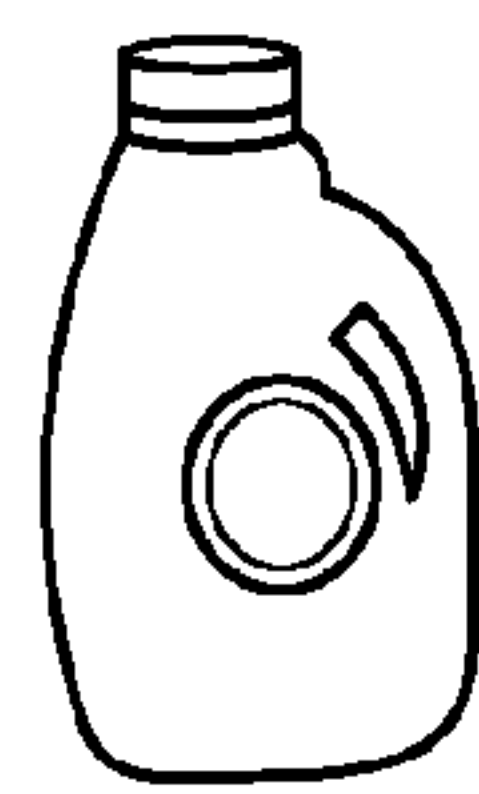


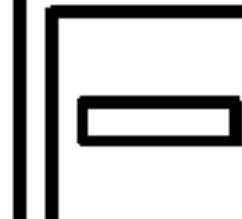

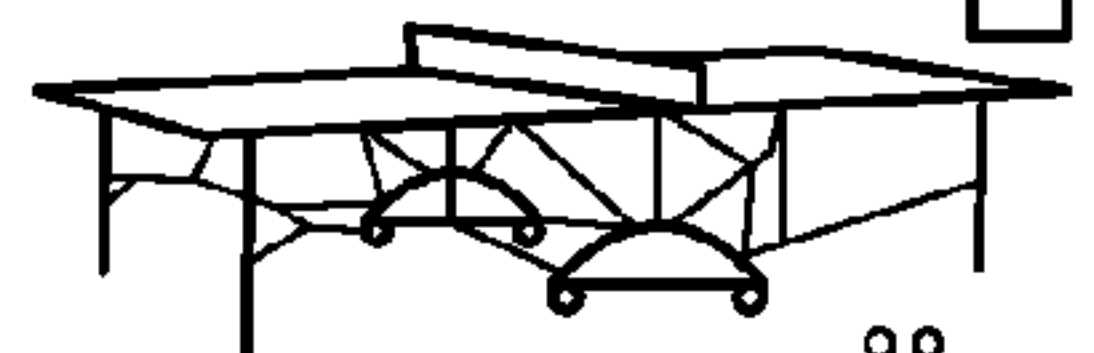

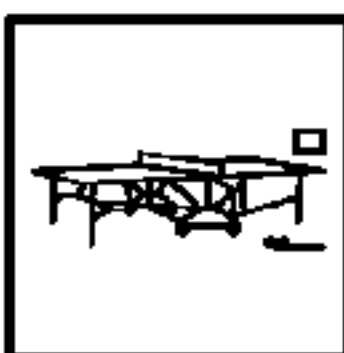


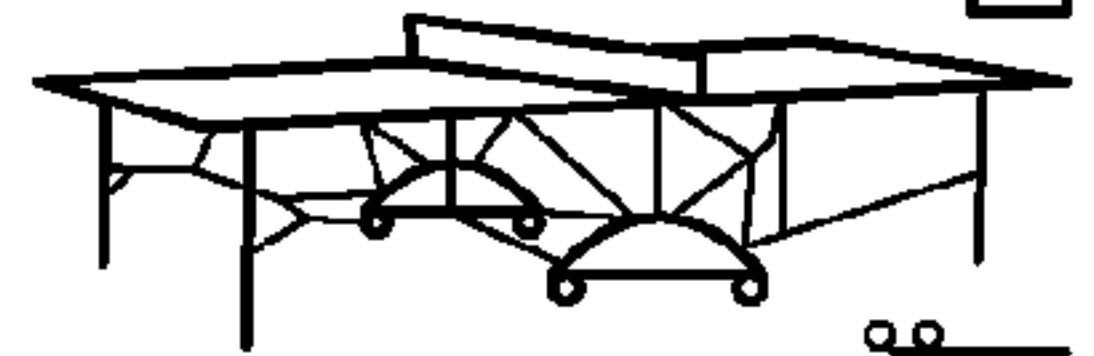
<p>MY WISH LIST CONTAINS 394 ITEMS CREATED BY NIRALTMARK</p> <p> NIR ALTMARK ADDED AN ITEM TO THIS CATALOG:  WILSON 8X2 - 11 BASEBALL BAT 09 MINUTES AGO</p> <p> NIR ALTMARK ADDED AN ITEM TO THIS CATALOG:  RAZOR E100 ELECTRIC SCOOTER RED ABOUT 5 MINUTES AGO</p> <p> NIR ALTMARK ADDED AN ITEM TO THIS CATALOG:  MAGNAVO** 19" CLASS LED LCD HDTV ABOUT 9 HOURS AGO</p> <p>2 COMMENTS:</p> <p> GADI LIFSHITZ: JUST 19"? WHY NOT GO FOR THE 22" MODEL? ABOUT 5 HOURS AGO</p> <p> NIR ALTMARK: I'LL TAKE BOTH OF THEM! 10 MINUTES AGO</p>	<p></p> <p>KENMORE 1.2 CU. FT. COUNTERTOP MICROWAVE (MODEL 6912) \$129.99</p> <p> RECOMMENDED SINCE YOU VIEWED KENMORE 1.1 CU. FT. COUNTERTOP MICROWAVE OVEN ABOUT 1 HOURS AGO</p>	<p></p> <p>TIDE DETERGENT, 2X CONCENTRATED, ORIGINAL SCENT, 50 FT OZ (1.56 QT) 1.47 LT \$8.75</p>
<p>HAVE YOU RAKED LEAVES FROM YOUR LAWN YET? BY SHOPYOURWAY</p> <p>WITH MY NEW LEAFBLOWER I GOT MY KID TO DO IT I WILL SOON I DON'T HAVE A YARD 54 PEOPLE ALREADY VOTED</p>	<p></p> <p>LAWN AND GARDEN PROJECT CONTAINS 2 ITEMS CREATED BY CRAFTSMAN</p> <p> CRAFTSMAN ADDED PLANTER BOX TO THIS CATALOG. ABOUT 5 HOURS AGO 1 COMMENT:  CRISTINA CORDOVA: HOW TO BUILD A PLANTER BOX ABOUT 2 HOURS AGO</p>	<p> NOW TRENDING TIDE DETERGENT, 2X CONCENTRATED, ORIGINAL SCENT, 50 FT OZ (1.56 QT) 1.47 LT ABOUT 4 HOURS AGO</p> <p></p> <p>THINGS I LIKE CONTAINS 17 ITEMS CREATED BY PRASHANT KUMAR</p> <p> PRASHANT KUMAR ADDED AN ITEM TO THIS CATALOG:  KETTLE** MATCH 5.0 OUTDOOR GREEN TABLE TENNIS ABOUT 3 HOURS AGO</p>
	<p> CRAFTSMAN ADDED CRAFTSMAN TO THIS CATALOG. ABOUT 1 HOURS AGO 1 COMMENT:  CRISTINA CORDOVA: HOW TO BUILT A PLANTER TRELLIS ABOUT 2 HOURS AGO</p>	<p></p> <p>KETTLER MATCH 5.0 OUTDOOR GREEN TABLE TENNIS \$764.10</p>

FIG. 49 (Cont.)

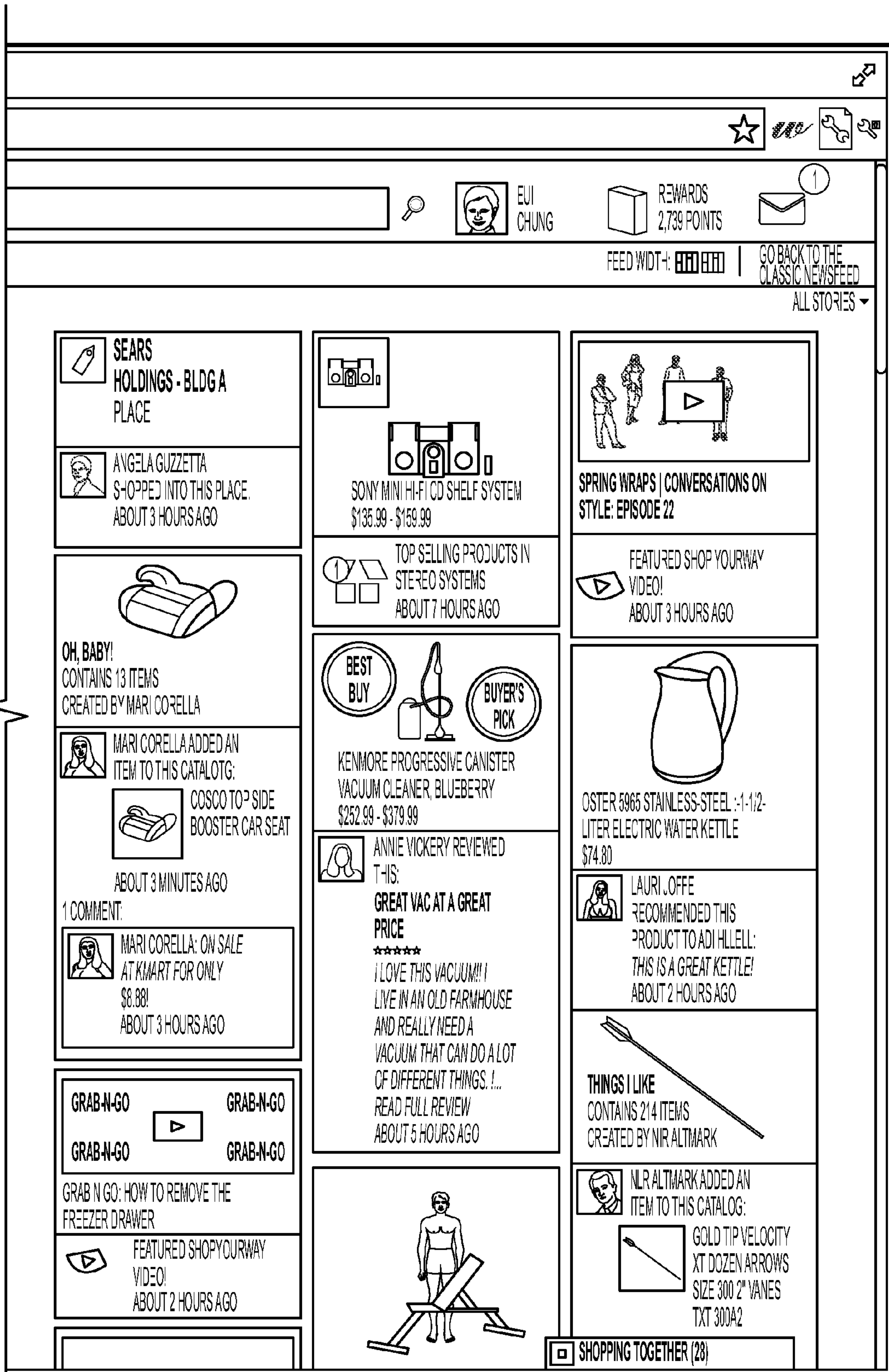


FIG. 49 (Cont.)

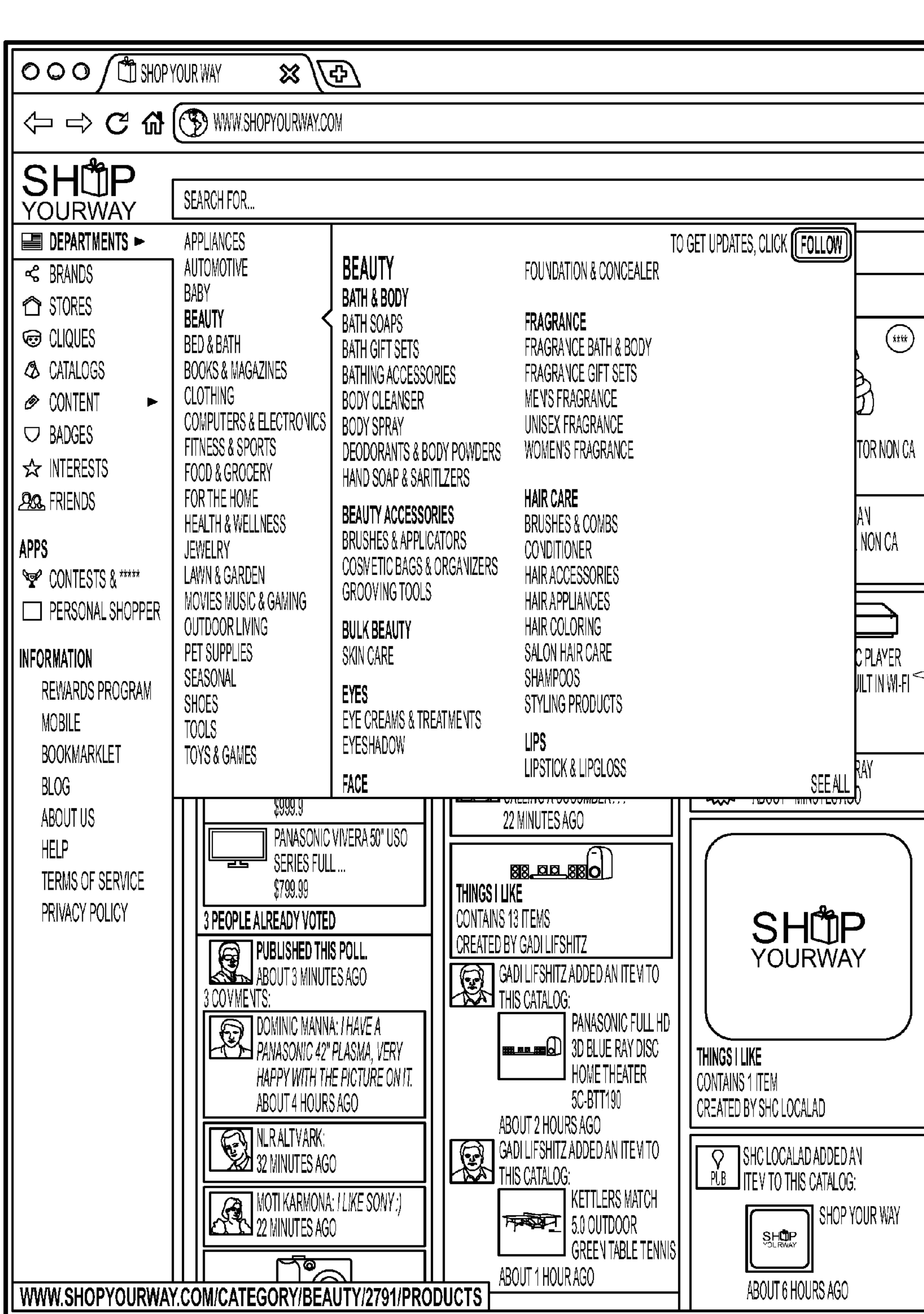


FIG. 50

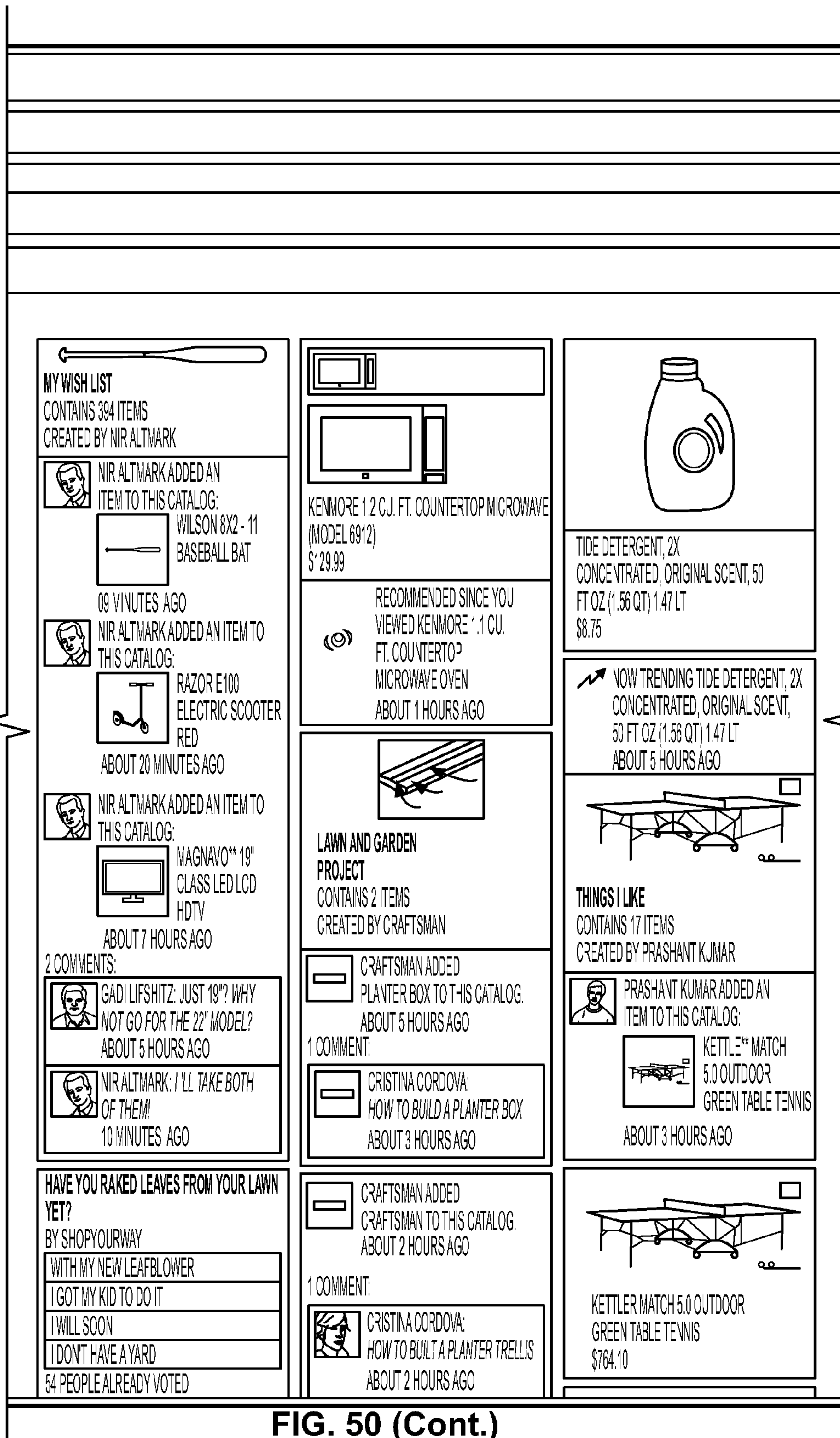


FIG. 50 (Cont.)

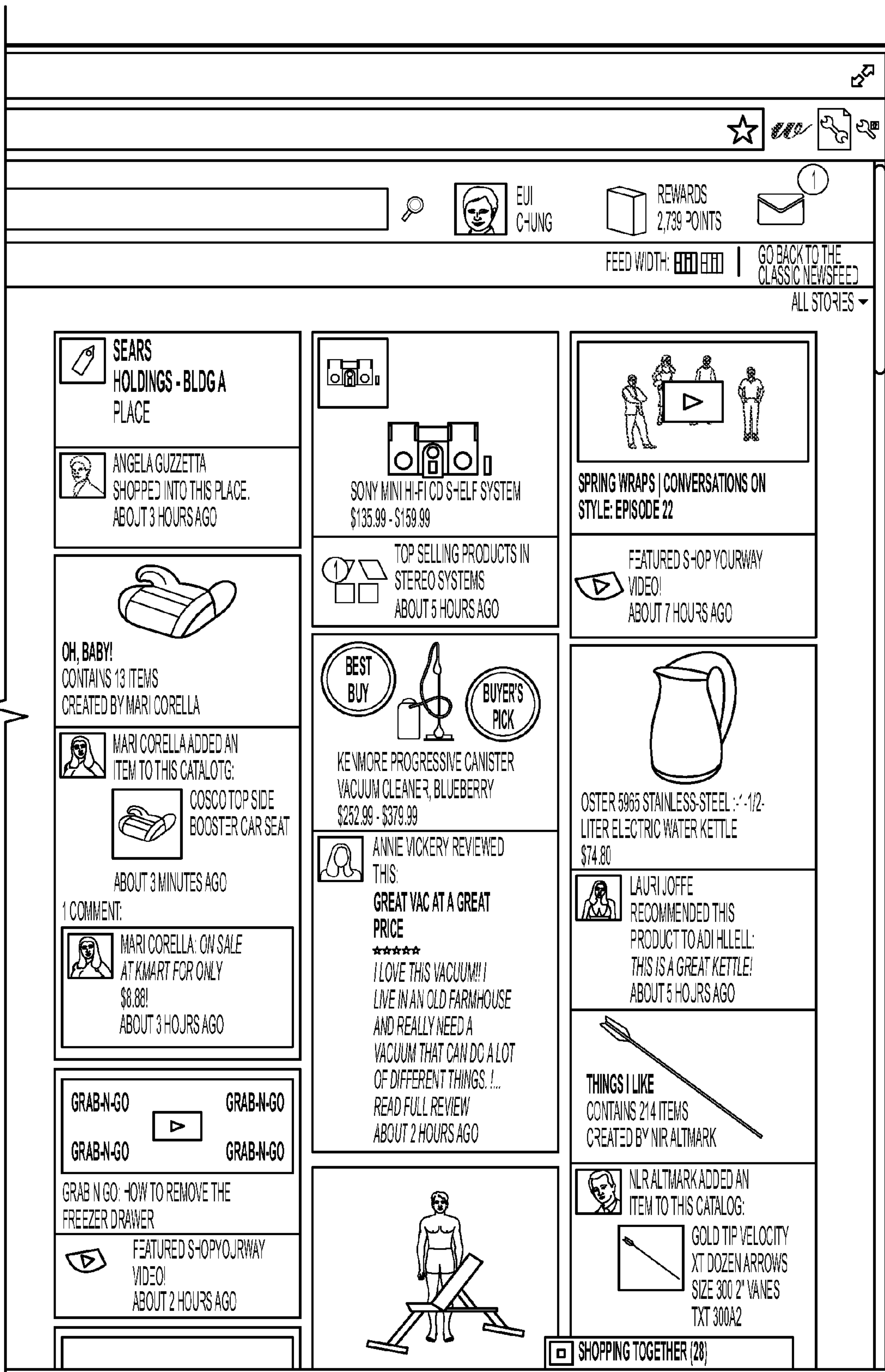


FIG. 50 (Cont.)

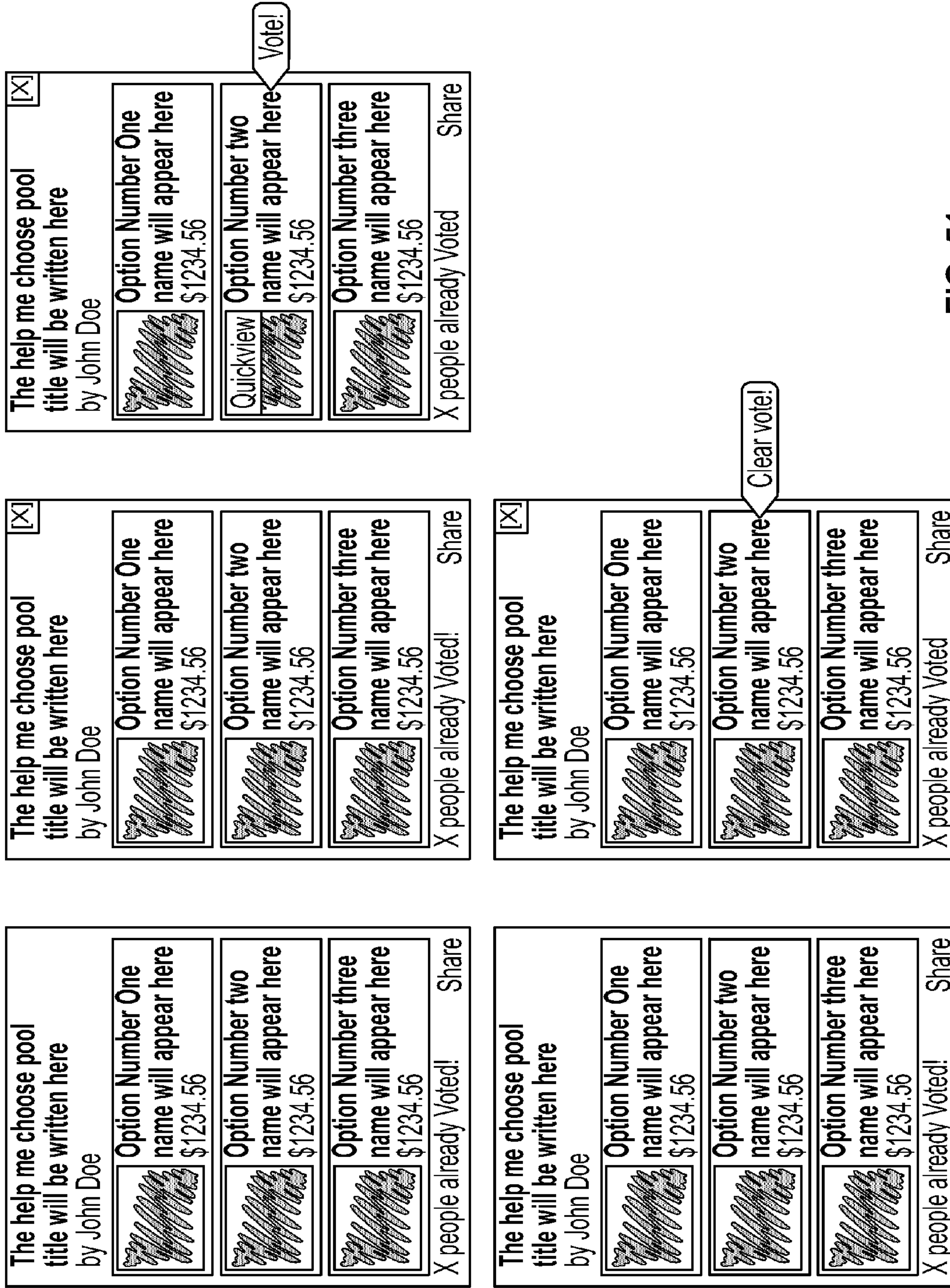


FIG. 51

5200 

<p>DieHard</p> <p>Brand Name brand Brand tag-line, if exists, goes here</p>

<p>DieHard</p> <p>Brand Name brand Brand tag-line, if exists, goes here</p>

<p>View Brand Page <input checked="" type="checkbox"/></p>	<p>DieHard</p> <p>Brand Name brand Brand tag-line, if exists, goes here</p>
--	---

FIG. 52

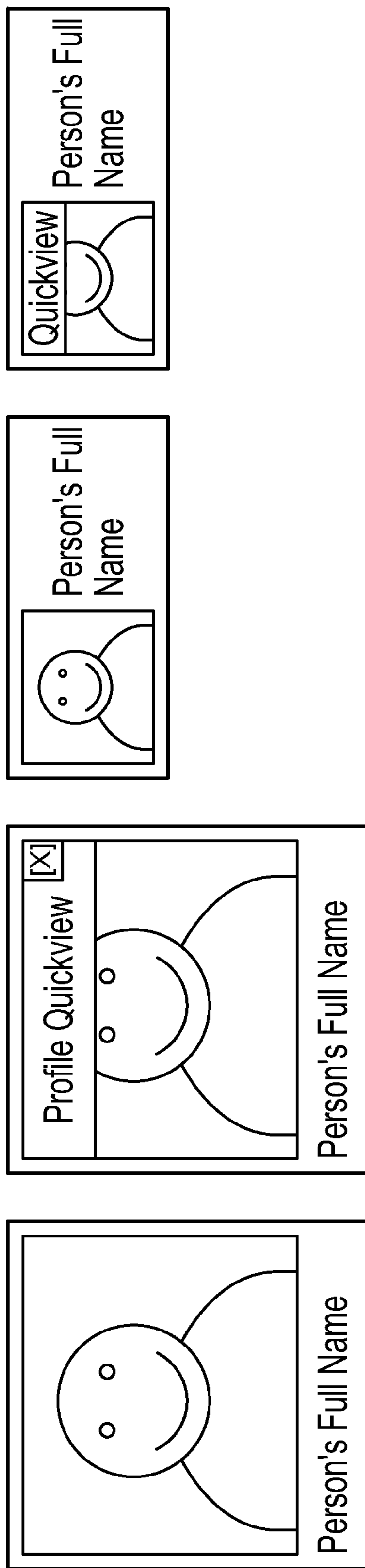


FIG. 53

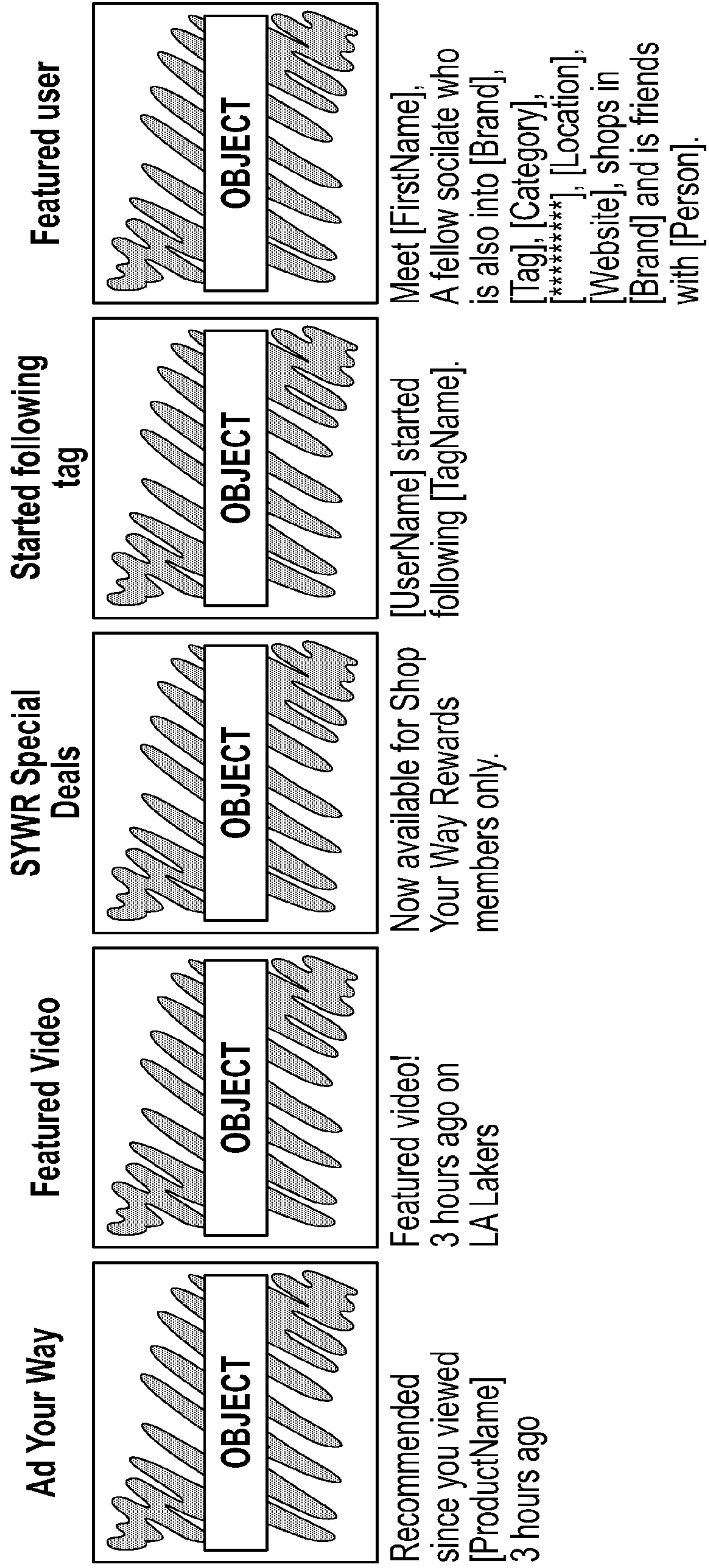


FIG. 54

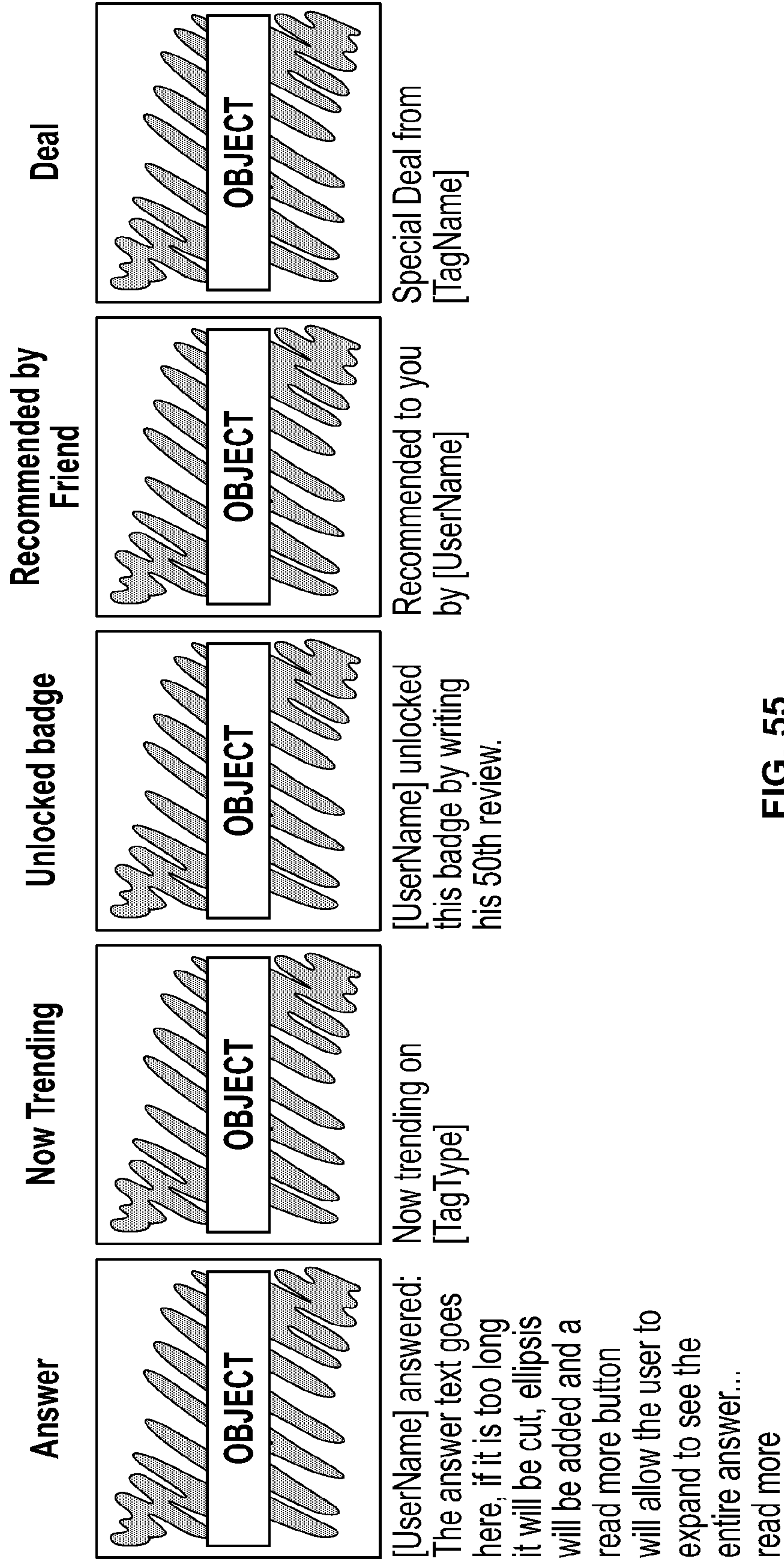


FIG. 55

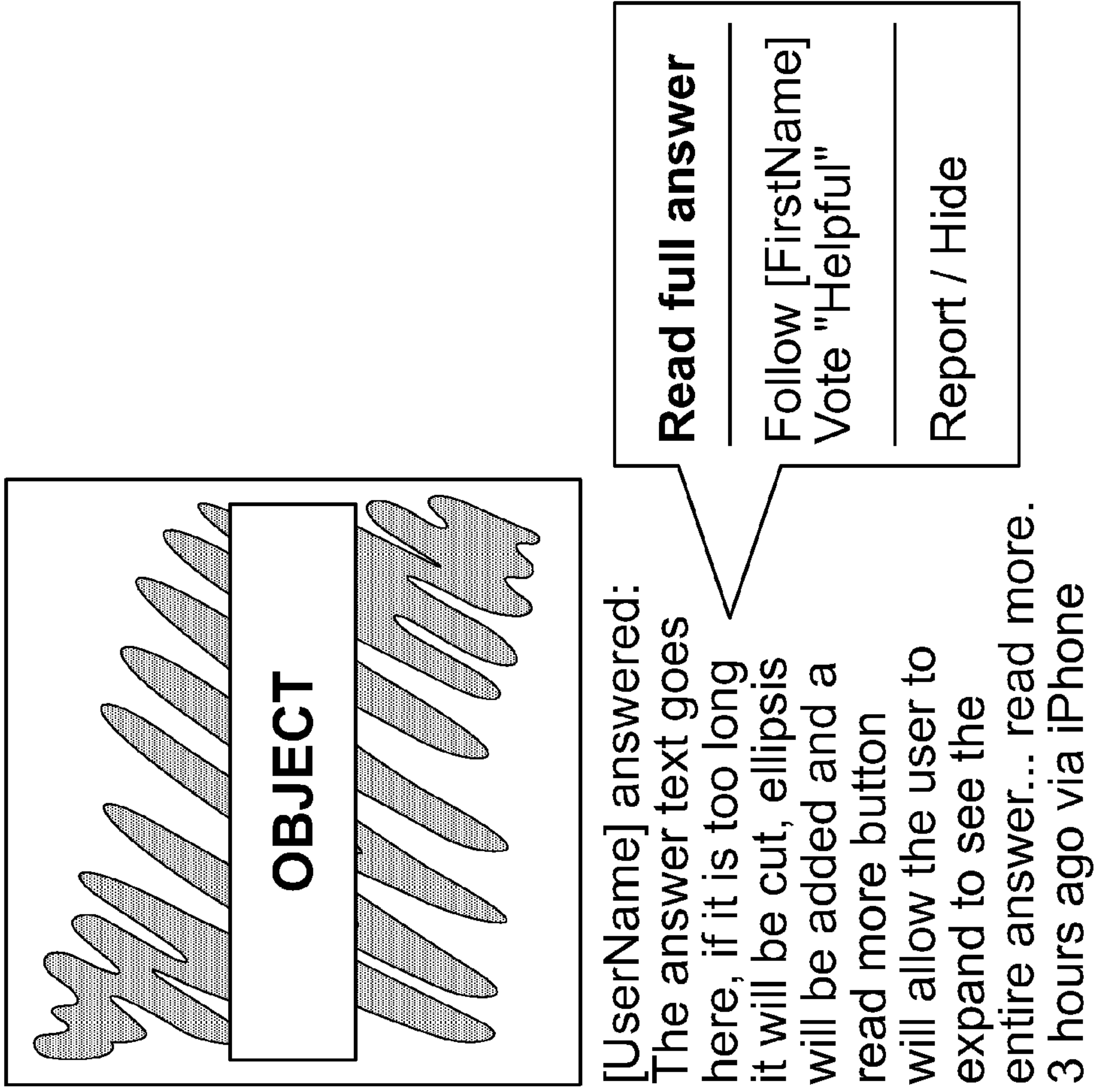


FIG. 56

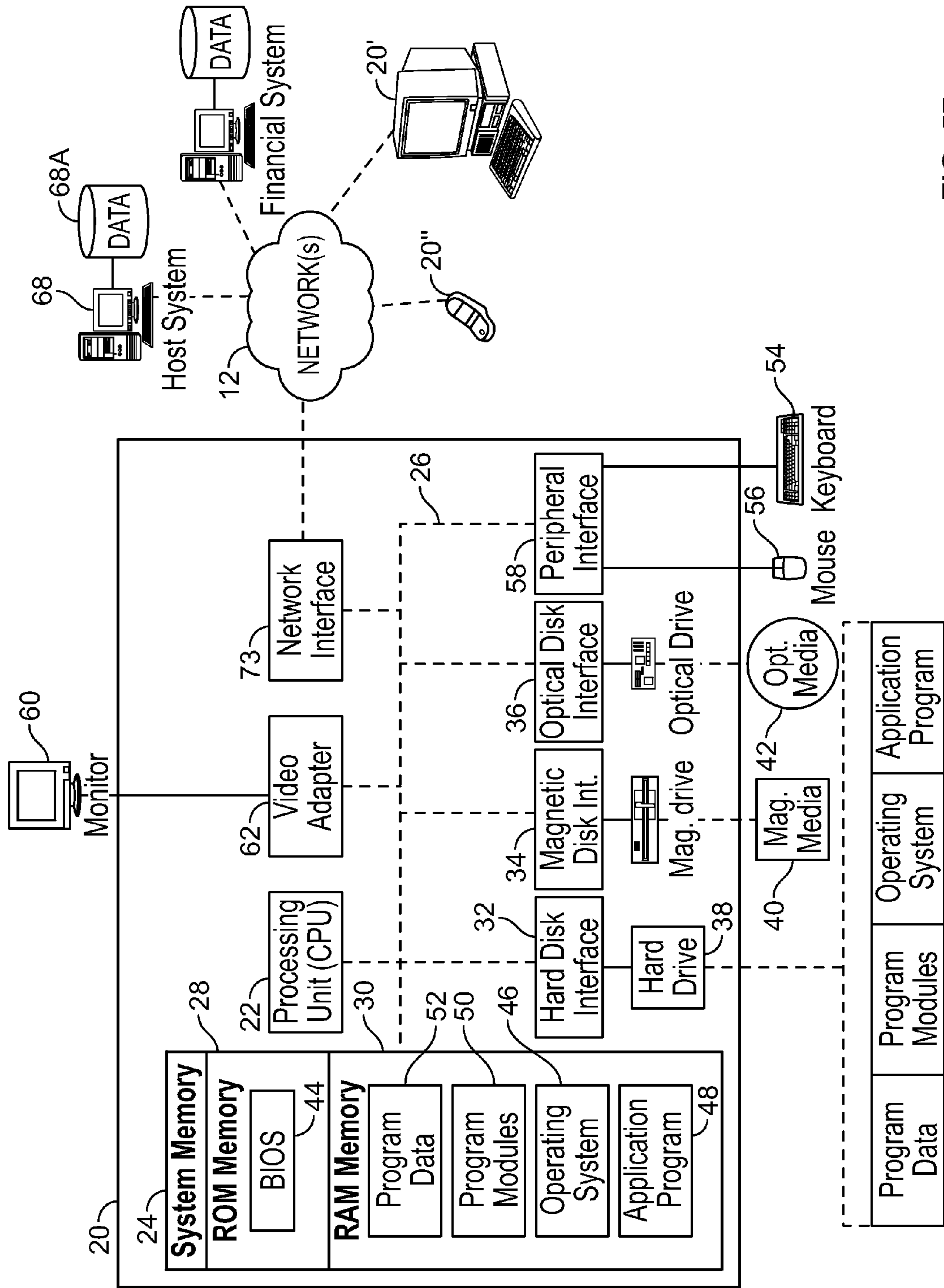


FIG. 57

1**OBJECT DRIVEN NEWSFEED****CROSS-REFERENCE TO RELATED APPLICATIONS**

The present application makes reference to, claims benefit of, and claims priority to U.S. Provisional Patent Application No. 61/641,329, filed May 2, 2012, which is hereby incorporated herein by reference, in its entirety.

FIELD OF THE INVENTION

Certain embodiments of the invention relate to systems and methods that support social networks. More specifically, certain embodiments of the present invention relate to object driven newsfeeds supporting interest-based social networks that aid in the formation of relationships based on similar domains of user interest.

BACKGROUND OF THE INVENTION

The newsfeeds of present day social networks are primarily actor driven, where the actor is the aspect that the user cares about the most, and in which the user's main goal is to socialize. These social networks work great for a social network where the user knows or specifically cares about the people that they interact with.

Further limitations and disadvantages of conventional and traditional approaches will become apparent to one of skill in the art, through comparison of such systems with some aspects of the present invention as set forth in the remainder of the present application with reference to the drawings.

BRIEF SUMMARY OF THE INVENTION

A system and/or method for the generation of object driven newsfeeds, substantially as shown in and/or described in connection with at least one of the figures, as set forth more completely in the claims.

These and other advantages, aspects and novel features of the present invention, as well as details of an illustrated embodiment thereof, will be more fully understood from the following description and drawings.

BRIEF DESCRIPTION OF SEVERAL VIEWS OF THE DRAWINGS

FIG. 1 is an illustration of an exemplary newsfeed that may be referred to herein as a "grid" or "grid mode" newsfeed, having a number of Objects organized in multiple columns, each of the Objects having one or more Stories, where each Story has one or more Comments, in accordance with one representative embodiment of the present invention.

FIG. 2 is an illustration of an exemplary newsfeed that may be referred to herein as a "list" or "list mode" newsfeed, showing a number of Objects organized as a single column, where each of the Objects has one or more Stories, and each Story has one or more Comments, in accordance with one representative embodiment of the present invention.

FIG. 3 illustrates the appearance of three exemplary Objects in accordance with a representative embodiment of the present invention.

FIG. 4 is an illustration of an exemplary Object of type "Product" as it may appear in "Simple Product" mode, in accordance with a representative embodiment of the present invention.

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FIG. 5 is an illustration of an exemplary Object of type "Product" as it may appear in "Multiple Products" mode, in accordance with a representative embodiment of the present invention.

FIG. 6 is an illustration of an exemplary Object appearing in "Deal" mode, in accordance with a representative embodiment of the present invention.

FIG. 7 illustrates an exemplary Object of type "Product" which includes a number of additional consumer/user actions, in accordance with a representative embodiment of the present invention.

FIG. 8 is an illustration of a "quick-view" layer, in accordance with a representative embodiment of the present invention.

FIG. 9 is an illustration of an exemplary Object of type "Picture," in accordance with a representative embodiment of the present invention.

FIG. 10 is an illustration of another exemplary Object of type "Picture," in accordance with a representative embodiment of the present invention.

FIG. 11 is an illustration of yet another exemplary Object of type "Picture," in accordance with a representative embodiment of the present invention.

FIG. 12 is an illustration of an exemplary Object of type "Picture" exhibiting "hover" behavior, in accordance with a representative embodiment of the present invention.

FIG. 13 is an illustration of an exemplary "quick-view" layer for an Object of type "Picture," in accordance with a representative embodiment of the present invention.

FIG. 14 is an illustration of an exemplary Object of type "Video," in accordance with a representative embodiment of the present invention.

FIG. 15 is an illustration of an exemplary "Video" Object in "hover" mode, showing a menu teaser, in accordance with a representative embodiment of the present invention.

FIG. 16 and FIG. 17 illustrate, respectively, an exemplary video player settings dialog and an exemplary video "quick-view" layer, in accordance with a representative embodiment of the present invention.

FIG. 18 is an illustration of an exemplary "Text/Status" Object, in accordance with a representative embodiment of the present invention.

FIG. 19 illustrates an exemplary "Text/Status" Object in which the amount of text in a text block exceeds a certain amount, in accordance with a representative embodiment of the present invention.

FIG. 20 illustrates an exemplary "Text/Status" Object exhibiting "hover" mode behavior, in accordance with a representative embodiment of the present invention.

FIG. 21 illustrates an exemplary "Catalog" Object in what may be referred to herein as "Standard" mode, in accordance with a representative embodiment of the present invention.

FIG. 22 illustrates an exemplary "Catalog" Object in "Standard" mode, in which the associated catalog contains two items, in accordance with a representative embodiment of the present invention.

FIG. 23 illustrates an exemplary "Catalog" Object in "Standard" mode, in which the associated catalog contains three items, in accordance with a representative embodiment of the present invention.

FIG. 24 illustrates an exemplary "Catalog" Object in "Standard" mode, in which the associated catalog contains four or more items, in accordance with a representative embodiment of the present invention.

FIG. 25 illustrates an exemplary "Catalog" Object exhibiting "hover" mode behavior, in accordance with a representative embodiment of the present invention.

FIG. 26 is an illustration of a catalog “quick-view” layer, in accordance with a representative embodiment of the present invention.

FIG. 27 is an illustration of an exemplary catalog “quick-view” layer that may be displayed in place of the catalog “quick-view” layer of FIG. 26, when the associated catalog is what is referred to herein as a “visual catalog,” in accordance with a representative embodiment of the present invention.

FIG. 28 is an illustration of an exemplary “Topical Poll” Object before voting has taken place, in accordance with a representative embodiment of the present invention.

FIG. 29 is an illustration of an exemplary “Topical Poll” Object that may correspond to, for example, the “Topical Poll” Object after voting has taken place, in accordance with a representative embodiment of the present invention.

FIG. 30 illustrates an exemplary “Topical Poll” Object that is similar in many ways to the “Topical Poll” Object of FIG. 29, in accordance with a representative embodiment of the present invention.

FIG. 31 is an illustration of a “Topical Poll” Object exhibiting “hover” mode behavior before voting has taken place, in accordance with a representative embodiment of the present invention.

FIG. 32 illustrates a “Topical Poll” Object exhibiting “hover” mode behavior after voting has taken place, in accordance with a representative embodiment of the present invention.

FIG. 33 is an illustration of an exemplary Story having three Comments, in accordance with a representative embodiment of the present invention.

FIG. 34 is an illustration of an exemplary Story that similar in many ways to the Story of FIG. 33, but in which more than three Comments have been submitted, in accordance with a representative embodiment of the present invention.

FIG. 35 is an illustration of an exemplary Story that is similar in many ways to the Story of FIG. 33, but in which a consumer/user has chosen to add an additional Comment, in accordance with a representative embodiment of the present invention.

FIG. 36 illustrates the appearance of an exemplary marker that enables the deletion of a Comment from a Story, in accordance with a representative embodiment of the present invention.

FIG. 37 illustrates the appearance of an action popover that may be used to confirm the choice by the consumer/user to delete the Comment of the Story, in accordance with a representative embodiment of the present invention.

FIG. 38 is an illustration of an exemplary Story with Comments, in which an attachment is automatically displayed based on the text of the Comment, in accordance with a representative embodiment of the present invention.

FIG. 39 illustrates an exemplary “Get Advice” dialog, in accordance with a representative embodiment of the present invention.

FIG. 40 illustrates an exemplary matrix showing the types of Stories that are applicable to various types of Objects, in accordance with one representative embodiment of the present invention.

FIG. 41 illustrates an exemplary matrix showing the types of Stories that may appear in the context of the indicated newsfeeds, in accordance with one representative embodiment of the present invention.

FIG. 42 illustrates an exemplary catalog page, in accordance with a representative embodiment of the present invention.

FIG. 43 illustrates an exemplary newsfeed view, in accordance with a representative embodiment of the present invention.

FIG. 44 illustrates an exemplary popover enabling a consumer/user to share a Story, in accordance with a representative embodiment of the present invention.

FIG. 45 illustrates exemplary hover behavior, in accordance with a representative embodiment of the present invention.

FIG. 46 illustrates an exemplary “Help Me Choose Poll”, in accordance with a representative embodiment of the present invention.

FIG. 47 illustrates an exemplary grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 48 illustrates another exemplary grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 49 illustrates an additional example of a grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 50 illustrates one more exemplary grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 51 illustrates another exemplary “Help Me Choose Poll,” in accordance with a representative embodiment of the present invention.

FIG. 52 illustrates exemplary “Brand” Objects, in accordance with a representative embodiment of the present invention.

FIG. 53 illustrates exemplary “Person/Profile” Objects, in accordance with a representative embodiment of the present invention.

FIG. 54 illustrates exemplary “AdYourWay,” “Featured Video,” “SYWR Special Deals,” “Started Following Tag,” and “Featured User” Stories, in accordance with a representative embodiment of the present invention.

FIG. 55 illustrates exemplary “Answer,” “Now Trending,” “Unlocked Badge,” “Recommended by Friend,” and “Deal” Stories, in accordance with a representative embodiment of the present invention.

FIG. 56 illustrates an exemplary Story with contextual hover menu, in accordance with a representative embodiment of the present invention.

FIG. 57 is a block diagram illustrating an exemplary computer network, in which various embodiments of the present invention may be practiced.

DETAILED DESCRIPTION OF THE INVENTION

Aspects of the present invention relate to methods and systems used in electronic commerce (i.e., “e-commerce”) such as, for example, over the Internet. More specifically, representative embodiments of the present invention relate to methods and systems for presenting, via a space efficient graphical user interface (GUI), an object driven newsfeed of contextual and relevant information to aid a consumer/user in making buying decisions in an e-commerce environment.

The streams of information presented using a representative embodiment of the present invention may be referred herein as “newsfeeds.” It is a goal of the present invention to provide a contextual, relevant and visually exciting discovery experience for all the entities and activities available through an e-commerce website or portal. Examples of newsfeeds may include, for example, one that may be referred to as “My Stream” or “Your Stream” that may be

tailored for the individual user, and which may, for example, be a feed of things that are new and interesting based on, for example, general popularity among consumers, the social circle of a particular consumer/user, fields of interest to a particular consumer/user, and the locality of a particular consumer/user.

In some representative embodiments, the content of the “My Stream” newsfeed for a user may be tailored or adjusted based on the results of a recent search. For example, if a user were to perform a search for something (e.g., a product or service) using available Internet search engines such as, for example, the Google or Bing search tools, the content of the newsfeed (e.g., “My Stream”) may be customized based upon the results of the search. In another representative embodiment, a particular user selectable tab may be provided (e.g., in addition to a tab for “My Stream”/“Your Stream”) on a newsfeed page in accordance with the present invention, in which the stream or newsfeed accessible by clicking on/selecting the particular tab is tailored to the results of the user’s most recent search of the Internet. In this way, the user may have a “My Stream”/“Your Stream” that may be based on a profile of the user, but may in addition have one (or more) “Search Stream” tab(s) the content of which would automatically be customized based on the result of the most recent search using an Internet search tool.

Another example newsfeed may be referred to as “Popular,” which may be a feed of everything that is generally popular across an e-commerce web site, without personalization. Yet another example newsfeed may be referred to herein as “Browsing History,” may be a feed of the consumer/user’s browsing history and recent actions, and may be available only to the consumer.

Further examples of newsfeeds may include, for example, a newsfeed referred to herein as a “Profile page,” which may be a feed of recent actions by a specific person, a newsfeed referred to herein as a “Category page,” which may be a feed of category related stories (e.g., new products, questions, catalogs), and a newsfeed referred to herein as a “Product page,” which may be a feed of product related stories (e.g., polls/catalogs in which various products are featured, reviews of products, questions about products, and product price changes).

In addition, a representative embodiment of the present invention may provide support for a stream customized by the user, based on responses to questions presented to the user. The user may choose to set up a number of such personalized streams or newsfeeds for various people in their lives such as, for example, their spouse or significant other, their children, their relatives, and their friends. Such streams could be used when shopping for those individuals, and could be customized for each individual by a user simply by providing information such as, by way of example and not limitation, the person’s name, the relationship of the person to the user, the age of the person, and answers to a few simple questions regarding interests, brands, styles, and other characteristics of the person.

It should be noted that in a representative embodiment of the present invention, the Stories may overlap between different newsfeeds that a web site offers. For example, a review Story may concurrently appear in a “Homepage,” a “Profile page,” a “Category page,” and “Product page.”

The following discussion of aspects of various representative embodiments of the present invention may make reference to the following terms:

The term “Object” may be used herein to refer to a web site entity or simpler piece of data that consists of something

“interesting” to a user. Examples of an “Object” may include a “Product,” a “Question,” a “Status Message,” a “Deal,” or a “Tag entity.”

The term “Story” may be used herein to refer to a description of an action, that may be active or passive, and that may be performed on/by the “Object”. One example of a “Story” may include actions where a “Person” added a “Product” to a “Catalog,” and the “Product” became a top seller.

The term “Story Group” may be used herein to refer to a group of “Stories” that occurred around a specific “Object” in a given context and time frame.

The term “Comment” may be used herein to refer to text submitted by a consumer/user as a response to a “Story.” A “Comment” may be associated with a specific “Story” instance. For example, a “Comment” by consumer “John Doe” may appear as part of an item as “John Doe: OMG! This is so cool.”

The term “Like” may be used herein to refer to two types of “Likes” such as, for example, a “Like an Object,” in which a consumer/user adds an item to a “Things I like” catalog, creating a “User liked [Object],” and a “Like a Story,” in which a consumer/user notifies the creator of a “Story” that the consumer/user likes his/her activity of the Story. In a representative embodiment of the present invention, others looking at the “Story” may be able to see those consumers/users that liked the Story.

The term “Share” may be used herein to refer to the act of initiating the communication of information with other users.

The term “Tag” may be used herein to refer to an alphanumeric character string that may represent a certain subject matter of interest to users, and may be associated with an Item, Object, and/or Story, by a user, or by a system such as that described herein. The “Tag” may, for example, be used to enable searches for the Items, Objects, and/or Stories associated with the Tag having a certain string of alphanumeric characters

The term “Publishing Tool” may be used herein to refer to a user device employed to submit user input.

As utilized herein, the terms “exemplary” or “example” means serving as a non-limiting example, instance, or illustration. As utilized herein, the term “e.g.” introduces a list of one or more non-limiting examples, instances, or illustrations.

A representative embodiment of the present invention may employ relevancy algorithms to personalize the newsfeeds.

It should be noted that the exact sizes, colors, and fonts to be used for the text and graphics of the user interface (IU) of a newsfeed are not provided herein, as these may be chosen in accordance with graphic designs and user interface guidelines of a specific embodiment, and such specific choices do not depart from the scope and spirit of the present invention.

In a representative embodiment of the present invention, a newsfeed may provide a consumer/user with a stream of information about a collection of items or Objects. The Objects of a newsfeed may be organized in chronological order, where information about the latest (i.e., most recently) updated Object is, for example, positioned at the top of the Graphical User Interface (GUI) (e.g., web page). The date/time of the last (i.e., most recent) update for an Object may be determined by the latest (i.e., most recent) action made on/by one of the Stories found under this Object (e.g., a new Story or new Comment added under an existing one).

In a representative embodiment of the present invention, Stories aggregated under an Object may, for example, be

organized by chronological order, in which the latest (i.e., most recently) updated Story is positioned at the top. The date/time of a Story may be determined by the last (i.e., most recent) action made on/by the Story (e.g., the date/time that a new Story was created or a new Comment added).

It should be noted that in a representative embodiment of the present invention, a “Like” action on a Story may not change the time stamp of the Story, and therefore may not change the position of the Story in the newsfeed.

In some representative embodiments of the present invention, Comments may be organized from oldest (at the top of a list of Comments) to the newest (at the bottom of the list of Comments) for each Story.

FIG. 1 is an illustration of an exemplary newsfeed **100** that may be referred to herein as a “grid” or “grid mode” newsfeed, having a number of Objects organized in multiple columns, each of the Objects having one or more Stories, where each Story has one or more Comments, in accordance with one representative embodiment of the present invention. In the example of FIG. 1, the ordering of Objects in each column, the ordering of Stories for each Object, and the ordering of Comments related to each Story, are arranged such that the lower the number of the Object, the Story, or the Comment, the newer or more recent the Object, the Story, or the Comment is. It should be noted that the term “item” may be used herein to refer collectively to an image of an Object, any Stories for the Object, and any consumer/user Comments for the Stories of the Object.

In a representative embodiment of the present invention, such as the exemplary embodiment shown in FIG. 1, the number of columns into which the Objects may be arranged may be configurable by the consumer/user. Therefore, the width of each column containing the Objects of the grid newsfeed **100** may also be determined by the consumer/user. The grid mode newsfeed of the present invention allows for a more visual experience of the feed by the consumer/user. In a representative embodiment of the present invention, the images of the Objects may take up most of the available space for a displayed item. The width of an item (i.e., that of the Object, Stories, and Comments) may be limited only by the fixed width of the column of the grid. In a representative embodiment of the present invention, an item in a grid mode newsfeed may be displayed without a height limitation. In a representative embodiment of the present invention, specific limitations may apply per Object or Story type, as will be described in further detail, below.

FIG. 2 is an illustration of an exemplary newsfeed **200** that may be referred to herein as a “list” or “list mode” newsfeed, showing a number of Objects organized as a single column, where each of the Objects has one or more Stories, and each Story has one or more Comments, in accordance with one representative embodiment of the present invention. A list mode newsfeed allows for a more informational and chronological experience of the feed. Each Object may contain a significant amount of information and may appear somewhat like a Quickview version of that Object. The nature of a Quickview version of an Object will be discussed further below.

In a representative embodiment of the present invention, the width of an item may be dynamically determined by the available width of the display, and may depend on the device and resolution employed by the consumer/user to access the web site/portal. In a representative embodiment of the present invention, an item in a list mode newsfeed may be displayed without a height limitation.

In a representative embodiment of the present invention, Objects may have certain common characteristics that apply

for all Objects. For example, an Object may host multiple Stories under the Object, and may operate in a minimum of two modes, which may be referred to herein as “Simple” mode and “Hover” mode.

In “Simple” mode, an Object is displayed without overlays, layers, or popovers, and instead simply shows the images, text, and graphics of the Object.

In “Hover” mode, a menu may be displayed that offers a consumer/user basic actions that may include, for example, the ability to share the Object with others, the ability to report the Object, and the ability to hide the Object. An Object may switch from “Simple” mode to “Hover” mode once a consumer/user continuously positions or “hovers” the cursor over the area of the Object for a minimum amount of time such as, for example, 100 milliseconds. The Object may switch from “Hover” mode back to “Simple” mode once the consumer/user moves the cursor outside of the area of the “Object” for another minimum amount of time. The minimum amount of time “hovering” over the Object before “Hover” mode is entered, and the minimum amount of time the cursor is required to be outside of the area of the Object before “Hover” mode ends and “Simple” mode is active, may be configurable by the user. Further details about hover behavior and its implication will be discussed below for a variety of types of Objects.

In a representative embodiment of the present invention, each Object may have what may be referred to herein as a “mini-menu” having a set of basic actions. Some Objects may also have an extended list of actions in addition to the basic set. A “menu teaser,” which may be displayed as, for example, a downward facing arrow, may be made visible when “Hover” mode is active for an Object. A consumer/user may click on the menu teaser to open the mini-menu, displaying the list of actions available for the associated Object. In a representative embodiment of the present invention, the actions displayed in the mini-menu may be divided into two main sections, a prominent section at the top of the mini-menu, listing common or promoted actions that may be selected, and a smaller section at the bottom of the mini-menu, listing advanced or secondary actions available for selection. The basic actions may include, for example, a “Share it” action, which opens a “share” dialog for the specific Object. This action may reside in the top, prominent section of the mini-menu. The basic actions may also include a “Hide-It” action, which opens a “hide” dialog, if possible with pre-populated selection based on the Object. In addition, the basic actions may include a “Report it” action, which may open a “report an object” dialog.

FIG. 3 illustrates the appearance of three exemplary Objects in accordance with a representative embodiment of the present invention. The first Object **300** may correspond to “Simple” mode, the second Object **310** may correspond to Object **300** when in “Hover” mode showing a menu teaser **322**, and the third Object **320** may correspond to Object **310** following clicking of the menu teaser **322** by a consumer/user.

In a representative embodiment of the present invention, some Objects may have a “Quickview” mode. The Quickview mode may comprise a visible layer that appears in front of the Object. Such a Quickview layer may appear directly above the Object to avoid a “shivering” effect. The Quickview layer may remain open for as long as the consumer/user hovers above the Quickview layer, and may disappear once the consumer/user moves the cursor outside of the Quickview layer area for a minimum amount of time such as, for example, 300 ms. This minimum amount of time may be configurable by the user.

In a representative embodiment of the present invention, Objects may be of any of a number of types. For example, one type of Object may be a “Product” Object. An Object of type “Product” may be appear in a “Simple Product” mode, a “Multiple Products” mode, a “Deal” mode, and a “Quick-view” mode. Additional details about Objects of type “Product” are provided in the following discussion.

FIG. 4 is an illustration of an exemplary Object 400 of type “Product” as it may appear in “Simple Product” mode, in accordance with a representative embodiment of the present invention. An Object in “Simple Product” mode may, for example, include a product image 410, a product name 420, and a product price 430. The product image may be displayed in the largest possible size, subject to the width of the newsfeed column, and may be displayed in a manner that does not stretch the image beyond its natural size. A product image smaller than the column width may be centered within the column width. Clicking upon the area of the product image, excluding the area of any menu teaser or mini-menu, may result in the display of a more detailed product page for the product show by the product image 410. The product name 420 displayed in “Simple Product” mode may be displayed in full, and a consumer/user clicking upon the product name 420 may result in the display of a product page for the product. The product price 430 displayed in “Simple Product” mode may be displayed in full, down to the number of cents, and may include a currency symbol.

FIG. 5 is an illustration of an exemplary Object 500 of type “Product” as it may appear in “Multiple Products” mode, in accordance with a representative embodiment of the present invention. An Object in “Multiple Products” mode may include, for example, the behaviors described above for an Object in “Simple Products” mode. In addition, an Object in “Multiple Products” mode may include, for example, two or three “thumbnail” images such as product thumbnail images 510, 512, 514 of FIG. 5. One thumbnail image such as, for example, thumbnail image 510, may be selected by default, and displayed in full detail and color, for example, with the corresponding product name 530 and product price 540 displayed directly below the product image 520, while the remaining thumbnail images (e.g., 512 and 514) may be “grayed out,” obscured, hazed, or of lesser color, contrast, or detail. A consumer/user clicking upon a non-selected thumbnail image such as thumbnail images 512, 514 of FIG. 5 results in selection of the thumbnail image, and results in display of the product image 520, along with the corresponding product name 530 and product price 540, which may be displayed directly below the product image 520, as shown in the example of FIG. 5.

FIG. 6 is an illustration of an exemplary Object 600 appearing in “Deal” mode, in accordance with a representative embodiment of the present invention. In a representative embodiment of the present invention, the “Deal” mode may coexist with either of the “Single Product” mode or the “Multiple Products” mode of an Object. As illustrated in the example of FIG. 6, an Object of type “Product” in “Deal” mode may include a special stamp or graphic that is added or “fused” to the product image, shown in FIG. 6 as deal stamp 610. In a representative embodiment of the present invention, the special stamp or graphic for an Object may appear only in the larger product image such as the product image 620 of FIG. 6, and may not appear in a thumbnail image of an Object of type “Product” in “Multiple Products” mode, such as the thumbnail images 510, 512, 514 of FIG. 5. The product price of an Object in “Deal” mode may be displayed with a “strike-through” and a “sale price” may also be displayed, as shown by product price 630. For

Objects of type “Product” in “Multiple Products” mode, a deal stamp such as the deal stamp 610 may change when the product selected by the consumer/user changes.

In a representative embodiment of the present invention, the behavior of “Hover” mode may be the same for “Single Product,” “Multiple Products,” and “Deal” mode. That is, a consumer/user hovering the cursor for at least a minimum amount of time over a product image such as the product image 410 of FIG. 4, the product image 520 of FIG. 5, or the product image 620 of FIG. 6 may result in appearance of a menu teaser that when selected by clicking may result in the display of a mini-menu. Clicking the mini menu may reveal the set of basic actions described above, and in addition may display a menu option “Add to catalog,” and an “Add to cart” option, if the product displayed by the product image is able to be added to a shopping cart, which may be referred to herein as being “cartable.”

FIG. 7 illustrates an exemplary Object 700 of type “Product” which includes a number of additional consumer/user actions, in accordance with a representative embodiment of the present invention. The Object 700 of FIG. 7 includes a product image 720 and is shown with a menu teaser 730. In addition, the Object 700 illustrates a “Like it” option 740, which may cause a product to be added to a “Things I like” catalog. In a representative embodiment of the present invention, if the displayed product is already in the “Things I like” catalog for the consumer/user, an indication of that condition may, for example, be displayed, and display and/or selection of the “Like it” option may be disabled.

In addition, the Object 700 illustrated in FIG. 7 includes a “Want it” option that, when clicked, may add the illustrated product to a “My Wishlist” catalog. In a representative embodiment of the present invention, if the illustrated product is already in the “My Wishlist” catalog for the consumer/user, an indication of that condition may, for example, be displayed, and selection of the “Want it” option, may be disabled.

The Object 700 of FIG. 7 also illustrates a “Have it” option, which when clicked may add the illustrated product to a “My Things” catalog. In a representative embodiment of the present invention, if the illustrated product is already in the “My Wishlist” catalog for the consumer/user, an indication of that condition may, for example, be displayed, and selection of the “Have it” option may be disabled.

Finally, in accordance with a representative embodiment of the present invention, clicking upon the product image or product name features of the Object 700 (not shown in FIG. 7) may open a “quick-view” mode of the Object 700. Further details of “quick-view” mode are described below.

FIG. 8 is an illustration of a “quick-view” layer 800, in accordance with a representative embodiment of the present invention. As shown in the example of FIG. 8, the “quick-view” layer 800 of FIG. 8 includes a product description 801 that may include lines of text describing the product shown by a product image 802. If the available text of the product description exceeds a certain number of lines (e.g., five), the product description 801 may, for example, be truncated, and may end with a clickable option 803 such as, for example, “. . . read more.” Clicking on the “. . . read more” option 803 may result in the display of a product page with a more complete description of the product.

The quick-view layer 800 may also include a “Full Page” option 804, which when clicked may result in the display of a detailed product page. The “quick-view” layer 800 of FIG. 8 also includes “Like it”/“Want it”/“Have it” options 805, 806, 807, which when clicked may result in actions similar to those described above for the similarly named options of

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FIG. 7. In addition, the “quick-view” layer **800** includes a product price **810** and a product name **812** as described above with respect to FIG. 4. The “quick-view” layer **800** as illustrated includes an “Add to Cart” option **814** and an “Add to Catalog” option **816**, which when clicked may, for example, result in the actions described above for the similarly named options of FIG. 7.

In addition to the above, FIG. 8 illustrates a brand icon **818** that may be displayed if such a graphic is available. Clicking on the brand icon **818** may result in display of a page for the indicated brand. The “quick-view” layer **800** also includes a category name **820** that indicates a category to which the product belongs. Clicking on the category name **820** may, for example, result in the display of a category page. The “quick-view” layer **800** may include a rating **822** such as, for example, a rating indicating one to five stars.

The “quick-view” layer **800** may also show a list of tags **824** that may include, for example, the five most relevant tags. Selection of the tags to be displayed on the “quick-view” layer **800** may be based on a relevancy algorithm. If more than five tags exist for the displayed product, a representative embodiment of the present invention may show only a subset (e.g., three) of the tags, followed by a “show all [Total number of tags] tags” option **826**. Clicking the “Show all [Total number of tags] tags” option **826** may cause the display of an expanded list of tags having the same structure as the list of tags **824**, and the height of the “quick-view” layer **800** may be adjusted accordingly.

The “quick-view” layer **800** may also include a “Get Advice” option **828**, which when clicked may result in the opening of a “Get Advice” dialog, and the closing of the “quick-view” layer **800**. The “quick-view” layer **800** may also include a “Share” option **830**, which may result in sharing with another consumer/user of all or only a portion of the information shown in the “quick-view” layer **800**.

In a representative embodiment of the present invention, an Object of a newsfeed may also be of a “Picture” type. The following discussion provides additional details of this aspect of the present invention.

FIG. 9 is an illustration of an exemplary Object **900** of type “Picture,” in accordance with a representative embodiment of the present invention. As can be seen in FIG. 9, such an embodiment may include a picture **910**, which may be the largest image possible subject to the newsfeed column width, and arranged so that the image is not stretched beyond its natural size. Clicking on the picture **910** may result in display of a picture “quick-view” layer, which is described below with respect to FIG. 13. In addition, the Object **900** may include a line of text **920** indicating the name of the person/Tag that uploaded the image of the picture **910**. Clicking the person/Tag may result in display of a corresponding profile/Tag page.

FIG. 10 is an illustration of another exemplary Object **1000** of type “Picture,” in accordance with a representative embodiment of the present invention. The Object **1000** of FIG. 10 is similar to the Object **900** of FIG. 9 in that it includes a picture **1010**. The Object **1000**, however, also includes a title **1020**. Clicking on the title **1020** may result in the display of a picture “quick-view” layer, which is described in further detail below with respect to FIG. 13.

FIG. 11 is an illustration of yet another exemplary Object **1100** of type “Picture,” in accordance with a representative embodiment of the present invention. The Object **1100** of FIG. 11 is similar to the Object **1000** of FIG. 10, in that it includes a picture **1110** and a title **1120**, but in addition, the Object **1100** also displays a description **1130** below the person/Tag that uploaded the image of the picture **1110**. In

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a representative embodiment of the present invention, clicking upon the description **1130** may not have any effect (i.e., it may not be “clickable”).

FIG. 12 is an illustration of an exemplary Object **1200** of type “Picture” exhibiting “hover” behavior, in accordance with a representative embodiment of the present invention. The Object **1200** may correspond to an Object such as the Object **1100** of FIG. 11 when a consumer/user hovers over the Object **1200** by positioning the cursor in the area of the picture **1210** for at least minimum amount of time, which may cause the menu teaser **1220** to appear. Clicking on the menu teaser **1220** may result in the display of a list of options that may include the basic options described above. In addition, the mini-menu of an Object of type “Picture” may include, for example, an “Add to catalog” option, which when clicked may result in an “Add to catalog” dialog, as previously described above.

FIG. 13 is an illustration of an exemplary “quick-view” layer **1300** for an Object of type “Picture,” in accordance with a representative embodiment of the present invention. As shown in FIG. 13, the exemplary “quick-view” layer **1300** includes an image or picture **1302**, which may be a larger version of a picture such as the pictures **1010**, **1110**, **1210** described above with respect to FIGS. 10, 11, and 12.

In addition, the “quick-view” layer **1300** of FIG. 13 includes a title **1304** of the picture **1302**, and a line of text **1306** such as, for example, “Added by [person/TagName],” where [person/TagName] may be the first and/or last name, or a tag, identifying the person or entity that added the Object **1302**. Clicking on the line of text **1306** may result in the display of a corresponding page. The “quick-view” layer **1300** may also include a list of tags **1308** such as the list of tags **824** described above with respect to FIG. 8, for example. Similar to the action described above with respect to FIG. 8, the height of the “quick-view” layer **1300** may be adjusted, depending upon the total number of tags displayed.

In addition to the features already described, the “quick-view” layer **1300** may include an “Add to catalog” option **1310**, which may, for example, operate in a manner similar to that of the “Add to catalog” options described above with respect to FIGS. 6, 8, and 12. The “quick-view” layer **1300** may also include a “Share” option **1312**, which may, for example, result in sharing of information with another consumer/user of all or only a portion of the information shown in the “quick-view” layer **1300**.

In a representative embodiment of the present invention, an Object of a newsfeed may be of a type referred to herein as a “Video” Object. The following discussion provides additional details of this aspect of the present invention.

FIG. 14 is an illustration of an exemplary Object **1400** of type “Video,” in accordance with a representative embodiment of the present invention. As can be seen in FIG. 14, such an embodiment may include a video thumb or thumbnail **1402**, which may be represent a video sequence for viewing. The video thumb **1402** may be the largest image possible subject to the newsfeed column width, and may be arranged so that the image of the video thumb **1402** is not stretched beyond its natural size. The video thumb **1402** may be centered, if smaller than the width of the newsfeed column. Clicking on the area of the video thumb **1402** (i.e., in an area other than that of the menu teaser or mini-menu) may result in the display of a video “quick-view” layer, which is described below with respect to FIGS. 16 and 17. In addition, the Object **1400** may include a title **1404** that displays the uncut (i.e., unabbreviated or full) title of the “Video” Object **1400**, and a line of text **1406** such as, for example, “added by [Person/Tag]” indicating the name of

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the person/Tag that uploaded the video represented by the video thumb **1402**. Clicking a person/Tag displayed in line of text **1406** may result in display of a corresponding profile/Tag page. In a representative embodiment of the present invention, if the video was not added by a person/Tag, the line of text **1406** may not be displayed.

FIG. **15** is an illustration of an exemplary "Video" Object **1500** in "hover" mode, showing a menu teaser **1502**, in accordance with a representative embodiment of the present invention. As previously described above, a menu teaser such as the menu teaser **1502** of FIG. **15** becomes visible when a user continuously hovers the cursor over an area of the Object **1500** such as, for example, the video thumb **1504**, for a minimum period of time (e.g., 100 ms.). Clicking on the menu teaser **1502** may result in the display of a mini-menu (not shown in FIG. **15**), similar to the mini-menus described above. In addition to the basic options previously described above, the mini-menu of the "Video" Object **1500** may, for example, also include an "Add to catalog" option (not shown) that operates in the manner described above with respect to FIGS. **8**, **12**, and **13**, for example.

FIG. **16** and FIG. **17** illustrate, respectively, an exemplary video player settings dialog **1600** and an exemplary video "quick-view" layer **1700**, in accordance with a representative embodiment of the present invention. As described above, clicking on the area of the video thumb **1402** (i.e., other than the area of the menu teaser or mini-menu) of FIG. **14** may result in the display of a video "quick-view" layer, such as that shown in FIG. **17**. As a part of the display of the video "quick-view" layer **1700**, a representative embodiment of the present invention may first display a video player settings dialog **1600** as shown in FIG. **16**. The video player settings dialog **1600** permits a consumer/user to select parameters and settings such as, for example, a check box **1602** to request that suggested videos be displayed when the "Video" Object **1400** finishes, a check box **1604** that requests that a particular protocol (e.g., "https") be used, a check box **1606** that requests that a "privacy-enhanced" mode be employed, and a check box **1608** that requests that old embed code be used. In addition, the video player settings dialog **1600** permits the consumer/user to select the resolution to be used for the display of the video information associated with the "Video" Object **1400**, for example.

FIG. **17** illustrates an exemplary video "quick-view" layer **1700**, in accordance with a representative embodiment of the present invention. The video "quick-view" layer **1700** may include an image or picture **1702**, which may, for example, be a larger version of a video thumb described above with respect to FIG. **14**. In addition, the video "quick-view" layer **1700** includes a title **1704** of the picture **1702**, and a line of text **1706** such as, for example, "Added by [person/TagName]." Clicking on the line of text **1706** may result in the display of a corresponding page. The video "quick-view" layer **1700** may also include a list of tags **1708** such as the list of tags **824** described above with respect to FIG. **8**, for example. Similar to the action described above with respect to FIG. **8**, the height of the video "quick-view" layer **1700** may be adjusted, depending upon the total number of tags displayed.

In addition to the features already described, the video "quick-view" layer **1700** may include an "Add to catalog" option **1710**, which may operate in a manner similar to that of the "Add to catalog" options described above with respect to FIGS. **6**, **8**, and **12**. The video "quick-view" layer **1700** may also include a "Share" option **1712**, which when clicked/selected by a consumer/user may result in the shar-

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ing with another consumer/user of all or only a portion of the information shown in the "quick-view" layer **1700**.

In a representative embodiment of the present invention, an Object may also be of a type referred to herein as a "Text/Status" Object. The following discussion provides additional details of this aspect of the present invention.

FIG. **18** is an illustration of an exemplary "Text/Status" Object **1800**, in accordance with a representative embodiment of the present invention. The "Text/Status" Object **1800** may include, for example, a text block **1802** showing one or more lines of text, which may begin, for example, with a large quote mark that appears in the upper left corner. The text of the text block **1802** may be in a particular font (e.g., an italic font), and the lines of the text block **1802** may not be enabled for selection by clicking by the consumer/user. In addition, the "Text/Status" Object **1800** may include a line of text **1820** indicating the name of the person/Tag (e.g., entity) that wrote/submitted the text of the text block **1802**. Clicking the person/Tag may result in display of a corresponding profile/Tag page. If the amount of text in the text block **1802** exceeds a certain amount (e.g., 1000 characters), the text of the text block **1802** may be truncated or cut, and a short text string such as, for example, "read more . . .," representing a user selectable text expand option may be placed at the end of the text block **1802**.

FIG. **19** illustrates an exemplary "Text/Status" Object **1900** in which the amount of text in a text block **1902** exceeds a certain amount, in accordance with a representative embodiment of the present invention. As shown in FIG. **19**, the text of a text block **1902** is followed by a short text string **1904** that prompts a user to "read more . . ." by clicking on/selecting the short text string **1904**. Clicking on/selecting the short text string **1904** may result in the expansion in the display of the full text corresponding to that display in truncated or shortened form in the text block **1802** of "Text/Status" Object **1800**, for example. In a representative embodiment of the present invention, the expanded or non-truncated form of the text is shown in the same format and location in the newsfeed as the truncated or shortened text. Once expanded, a text block may not be able to be returned to the truncated form without the consumer/user refreshing the page displaying the newsfeed.

FIG. **20** illustrates an exemplary "Text/Status" Object **2000** exhibiting "hover" mode behavior, in accordance with a representative embodiment of the present invention. The illustration of FIG. **20** shows the appearance of a menu teaser **2002** that appears following a consumer/user continuously positioning the cursor over an area of the "Text/Status" Object, excluding that of the menu teaser **2002** itself, for a minimum period of time. In a representative embodiment of the present invention, clicking on/selecting the menu teaser **2002** may result in the display of a mini-menu listing a basic set of options, as described above.

In a representative embodiment of the present invention, an Object may also be of a type referred to herein as a "Catalog" Object. The following discussion provides additional details of this aspect of the present invention.

FIG. **21** illustrates an exemplary "Catalog" Object **2100** in what may be referred to herein as "Standard" mode, in accordance with a representative embodiment of the present invention. As shown in FIG. **21**, the "Standard" mode "Catalog" Object **2100** may include a static header **2102** indicating that the Object **2100** relates to a "Catalog," and a single large image **2104**. The image **2104** is preferably a "Tag-able" visual or standard catalog cover, if available, or an image of the latest added item (i.e., the item most recently added to the catalog represented by the "Catalog" Object

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2100). Clicking on/selecting the image 2104 may result in the display of a corresponding page of the catalog.²

The “Catalog” Object 2100 of FIG. 21 also comprises a catalog name 2106 that displays the full name of the catalog represented by the “Catalog” Object 2100. Clicking on the catalog name 2106 may result in the display of the page for the corresponding catalog. A “Catalog” Object may also include an indication of the number of items in the catalog, shown in FIG. 21 as item count string 2108. The “Catalog” Object 2100 may in addition include an author string 2110 indicating, for example, that the “Catalog” Object 2100 was “created by [Tag/PersonName].” Clicking on/selecting the author string 2110 may result in the display of a page corresponding to the indicated “Tag/Person.”

FIG. 22 illustrates an exemplary “Catalog” Object 2200 in “Standard” mode, in which the associated catalog contains two items, in accordance with a representative embodiment of the present invention. As shown in FIG. 22, the “Standard” mode “Catalog” Object 2200 may include a static header 2202 indicating that the Object 2200 relates to a “Catalog,” a single relatively larger image 2204 representing a first catalog item, and a second relatively smaller image 2205 below and aligned to the left, representing a second catalog item. As in the example of FIG. 21, the relatively larger image 2204 is preferably a “Tag-able” visual or standard catalog cover, if available, or an image of the latest added item (i.e., the item most recently added to the catalog represented by the “Catalog” Object 2200). Clicking on the image 2204 may result in the display of a corresponding page of the catalog. The consumer/user is also enabled to click on/select the second relatively smaller image 2205, which may result in the display of a catalog page corresponding to the second item.

The “Catalog” Object 2200 of FIG. 22 also comprises a catalog name 2206 that displays the full name of the catalog represented by the “Catalog” Object 2200. Clicking on/selecting the catalog name 2206 may result in the display of the page for the corresponding catalog. A “Catalog” Object may also include an indication of the number of items in the catalog, shown in FIG. 22 as item count string 2208. The “Catalog” Object 2200 may in addition include an author string 2210 indicating, for example, that the “Catalog” Object 2200 was “created by [Tag/PersonName].” Clicking on the author string 2210 may result in the display of a page corresponding to the indicated “Tag/Person.”

FIG. 23 illustrates an exemplary “Catalog” Object 2300 in “Standard” mode, in which the associated catalog contains three items, in accordance with a representative embodiment of the present invention. As shown in FIG. 23, the “Standard” mode “Catalog” Object 2300 may include a static header 2302 indicating that the Object 2300 relates to a “Catalog,” a single relatively larger image 2304 representing a first catalog item, a second, relatively smaller image 2305 below and aligned to the left, representing a second catalog item, and a third image 2307 similar to the second image 2305, below and centered, representing a third catalog item. As in the example of FIG. 22, the relatively larger image 2304 is preferably a “Tag-able” visual or standard catalog cover, if available, or an image of the latest added item (i.e., the item most recently added to the catalog represented by the “Catalog” Object 2300). Clicking on the image 2304 may result in the display of a corresponding page of the catalog. The consumer/user is also enabled to click on the second relatively smaller image 2305, which may result in the display of a catalog page corresponding to the second item, or may click on the third relatively smaller image

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2307, which may result in the display of a catalog page corresponding to the third item.

The “Catalog” Object 2300 of FIG. 23 also comprises a catalog name 2306 that displays the full name of the catalog represented by the “Catalog” Object 2300. Clicking on/selecting the catalog name 2306 may result in the display of the page for the corresponding catalog. A “Catalog” Object may also include an indication of the number of items in the catalog, shown in FIG. 23 as item count string 2308. The “Catalog” Object 2300 may in addition include an author string 2310 indicating, for example, that the “Catalog” Object 2300 was “created by [Tag/PersonName].” Clicking on the author string 2310 may result in the display of a page corresponding to the indicated “Tag/Person.”

FIG. 24 illustrates an exemplary “Catalog” Object 2400 in “Standard” mode, in which the associated catalog contains four or more items, in accordance with a representative embodiment of the present invention. As shown in FIG. 24, the “Standard” mode “Catalog” Object 2400 may, for example, include a static header 2402 indicating that the “Catalog” Object 2400 relates to a “Catalog,” and a single relatively larger image 2404 representing a first catalog item. The “Catalog” Object 2400 may, for example, also include a second, relatively smaller image 2405 below and aligned to the left, representing a second catalog item, a third image 2407 similar to the second image 2405, below and centered, representing a third catalog item, and a fourth image 2409 similar to the second and third images 2405, 2407, below and aligned to the right, representing a fourth catalog item. As in the example of FIG. 23, the relatively larger image 2404 is preferably a “Tag-able” visual or standard catalog cover, if available, or an image of the latest added item (i.e., the item most recently added to the catalog represented by the “Catalog” Object 2400). Clicking on/selecting the image 2404 may result in the display of a corresponding page of the catalog. The consumer/user is also enabled to click on/select the second relatively smaller image 2405, which may result in the display of a catalog page corresponding to the second item, to click on/select the third relatively smaller image 2407, which may, for example, result in the display of a catalog page corresponding to the third item, or to click on the fourth relatively smaller image 2409, which may result in the display of a catalog page corresponding to the fourth catalog item. In a representative embodiment of the present invention, the ordering of the images of a “Catalog” Object such as Object 2400 may start with the most recently added catalog item appearing as the relatively larger image 2404, the second most recently added catalog item appearing as the second relatively smaller image 2405, and so on, in order of the increasing amount of time since the item was added to the catalog.

The “Catalog” Object 2400 of FIG. 24 also comprises a catalog name 2406 that displays the full name of the catalog represented by the “Catalog” Object 2400. Clicking on/selecting the catalog name 2406 may result in the display of the page for the corresponding catalog. A “Catalog” Object may also include an indication of the number of items in the catalog, as shown in FIG. 24 as item count string 2408. The “Catalog” Object 2400 may in addition include an author string 2410 indicating, for example, that the “Catalog” Object 2400 was “created by [Tag/PersonName].” Clicking on the author string 2410 may result in the display of a page corresponding to the indicated “Tag/Person.”

FIG. 25. Illustrates an exemplary “Catalog” Object 2500 exhibiting “hover” mode behavior, in accordance with a representative embodiment of the present invention. The illustration of FIG. 25 shows the appearance of a menu

teaser **2502** that appears following a consumer/user continuously positioning the cursor over an area of the “Catalog” Object **2500**, excluding that of the menu teaser **2502** itself. In a representative embodiment of the present invention, clicking on/selecting the menu teaser **2502** may result in the display of a mini-menu (not shown), listing a basic set of options, as described above. In addition, the mini-menu of the “Catalog” Object **2500** may include a “Follow Catalog” option that may appear in the lower portion of the mini-menu. By clicking on/selecting the “Follow Catalog” option, a consumer/user may start to “follow” the catalog. If the consumer/user is already “following” the catalog represented by the “Catalog” Object **2500**, the “Follow Catalog” option may not appear in the mini-menu.

FIG. **26** is an illustration of a catalog “quick-view” layer **2600**, in accordance with a representative embodiment of the present invention. The catalog “quick-view” layer **2600** may include an image or picture **2602**, which may be a standard cover image, if available, or an image representing the latest item (i.e., most recent item) that was added to the associated “Catalog” Object. In addition, the catalog “quick-view” layer **2600** includes a catalog name **2604**, which shows the full name of the catalog. Clicking on/selecting the catalog name **2604** may result in the display of a page for the corresponding catalog. The catalog “quick-view” layer **2600** of FIG. **26** also includes an author string **2610** indicating, for example, that a “Catalog” Object such as the “Catalog” Object **2500**, for example, was “created by [Tag/Person-Name].” Clicking on/selecting the author string **2610** may result in the display of a page corresponding to the indicated “Tag/Person.”

The catalog “quick-view” layer **2600** may also include a product carousel **2605**, which may be revealed if the catalog represented by the catalog “quick-view” layer **2600** has more than one item. The product carousel **2605** may have an accompanying title **2607** that updates with each move of the carousel, and that indicates the range of items currently being displayed. The title **2607** may, for example, indicate “Showing [VisibleStartingIndex]-[VisibleEndingIndex] of [TotalItems]”, where the variable “VisibleStartingIndex” represents the item number within the catalog of the left most visible product carousel item, and the variable “VisibleEndingIndex” represents the item number within the catalog of the right most visible product carousel item. The variable “TotalItems” may represent the total number of items currently in the catalog. The item number of the item most recently added to the catalog may be set to 1. If the catalog contains more than four items, a “teaser” such as, for example, “(see all)” may be added to the catalog “quick-view” layer **2600** that when clicked/selected may result in the display of the page for the associated catalog. When “hover” behavior is active, items in the product carousel **2605** may, when hovered over, be displayed with a “tooltip.”

The catalog “quick-view” layer **2600** may also include a catalog description **2609**, if one is available. If the catalog description **2609** would appear as more than a certain number of rows of text such as, for example, three, the catalog description **2609** may be displayed in an truncated, shortened, or cut form, followed by a short text string such as, for example, “read more . . .,” which when clicked may result in the display of the page for the corresponding catalog.

The catalog “quick-view” layer **2600** may also include a list of tags **2608** such as the list of tags **824** described above with respect to FIG. **8**, for example. Similar to the action described above with respect to FIG. **8**, the height of the

catalog “quick-view” layer **2600** may change, depending upon the total number of tags displayed.

In addition to the features already described, the catalog “quick-view” layer **2600** may include a “Share” option **2612**, which may result in sharing of information with another consumer/user of all or only a portion of the information shown in the catalog “quick-view” layer **2600**, and a “Follow” option **2614**. By clicking on/selecting the “Follow” option, a consumer/user may start following the catalog. If the consumer/user is already following the catalog associated with the catalog “quick-view” layer **2600**, the “Follow” option **2614** may not appear in the catalog “quick-view” layer **2600**. The catalog “quick-view” layer **2600** may not enable a consumer/user to end the “following” of the related catalog.

FIG. **27** is an illustration of an exemplary catalog “quick-view” layer **2700** that may be displayed in place of the catalog “quick-view” layer **2600** of FIG. **26**, when the associated catalog is what is referred to herein as a “visual catalog,” in accordance with a representative embodiment of the present invention. The catalog “quick-view” layer **2700** of FIG. **27** is similar in many ways to the catalog “quick-view” layer **2600** of FIG. **26**, with the following differences. The catalog “quick-view” layer **2700** may include a Tag-able cover image **2702** larger than the image **2602** of FIG. **26**, where the image **2702** is displayed in its original height to width ratio. Clicking on/selecting the image **2702** may result in the display of the related catalog page, and may display the tagged areas. In addition, the catalog “quick-view” layer **2700** may display Catalog Info below the image **2702**. Further, the catalog “quick-view” layer **2700** may include information such as, for example, “contains [TotalItems] item(s), [TaggedItems] tagged on cover image,” where the variable “TotalItems” is the total number of items in the catalog, and “TaggedItems” is the number of tagged items appearing on the cover image. Finally, the catalog “quick-view” layer **2700** may be displayed without a product carousel such as the product carousel **2605** of FIG. **26**.

In a representative embodiment of the present invention, an Object may also be of a type referred to herein as a “Topical Poll” Object. The following discussion provides additional details of this aspect of the present invention.

FIG. **28** is an illustration of an exemplary “Topical Poll” Object **2800** before voting has taken place, in accordance with a representative embodiment of the present invention. The “Topical Poll” Object **2800** illustrates the appearance that a consumer/user may see before the “Topical Poll” Object **2800** has been voted on, when in “standard” (not “hover”) mode. As illustrated in FIG. **28**, the “Topical Poll” Object **2800** comprises a title **2802**, which displays the complete title of the poll, and a short string of text identifying the poll author **2804** such as, for example, “By [Person/TagEntity].” Clicking on the poll author **2804** may result in the display of a corresponding page.

The “Topical Poll” Object **2800** may also include a number of options **2806**, **2807**, **2808** on which the consumer/user may vote, and vote status information **2809** that may depend on the voting status for the poll represented by the “Topical Poll” Object **2800**. If no one has yet voted, the voting status information **2809** may display text promoting the consumer/user to vote, or indicating the number of votes already cast in the related poll.

FIG. **29** is an illustration of an exemplary “Topical Poll” Object **2900** that may correspond to, for example, the “Topical Poll” Object **2800** after voting has taken place, in accordance with a representative embodiment of the present invention. The “Topical Poll” Object **2900** illustrates the

appearance that a consumer/user may see after the “Topical Poll” Object 2900 has been voted on, and when in “standard” (not “hover”) mode. The illustration of FIG. 29 shows the “Topical Poll” Object 2900 having a title 2902, which display the complete title of the poll, and a short string of text identifying the poll author 2904 such as, for example, “By [Person/TagEntity].” Clicking on/selecting the poll author 2904 may result in the display of a corresponding page.

The “Topical Poll” Object 2900 also include the options 2906, 2907, 2908 on which the consumer/user has voted, and vote status information 2909 that may depend on the voting status for the poll represented by the “Topical Poll” Object 2900. As can be seen in the illustration of FIG. 29, after the voting has taken place, the options 2906, 2907, 2908 may be filled with background color from left to right based on the percentage of votes for a particular option. The colored portion of each the options 2906, 2907, 2908 may be a gradient from 0% of votes (no background color) to 100% full background color. The option for which the consumer/user voted may be marked in a distinguishing manner, to indicate that it is the option voted by the consumer/user.

FIG. 30 illustrates an exemplary “Topical Poll” Object 3000 that is similar in many ways to the “Topical Poll” Object 2900 of FIG. 29, in accordance with a representative embodiment of the present invention. The “Topical Poll” Object 3000 illustrates the appearance that a consumer/user may see after the “Topical Poll” Object 2800 has been voted on, and when in “standard” (not “hover”) mode. The illustration of FIG. 30 shows the “Topical Poll” Object 3000 having a title 3002, which display the complete title of the poll, and a short string of text identifying the poll author 3004 such as, for example, “By [Person/TagEntity].” Clicking on the poll author 3004 may result in the display of a corresponding page.

The “Topical Poll” Object 3000 also include the options 3006, 3007, 3008 on which the consumer/user have voted, and vote status information 3009 that may depend on the voting status for the poll represented by the “Topical Poll” Object 3000. As can be seen in the illustration of FIG. 30, after the voting has taken place, the options 3006, 3007, 3008 may be filled with background color from left to right based on the percentage of votes for a particular option. The colored portion of each the options 2906, 2907, 2908 may be a gradient from 0% of votes (no background color) to 100% full background color. The option for which the consumer/user voted may be marked in a distinguishing manner, to identify the option voted on by the consumer/user. In addition, as shown in the illustration of FIG. 30, if the option voted on by the consumer/user was “tagged,” the “Topical Poll” Object 3000 may display a tip 3010 to the consumer/user, identifying a “TagName” of a topic that the consumer/user may wish to follow. In response to the display of the tip 3010, the consumer/user may click on/select the displayed “TagName,” which may result in the display of a page for the identified tag.

FIG. 31 is an illustration of a “Topical Poll” Object 3100 exhibiting “hover” mode behavior before voting has taken place, in accordance with a representative embodiment of the present invention. The “Topical Poll” Object 3100 may correspond, for example, to the “Topical Poll” Object 2800, in which a consumer/user has continuously positioned the cursor over the area of the “Topical Poll” Object 2800 for more than the minimum period of time required to enter “hover” mode, as indicated by the visibility of the menu teaser 3112 in FIG. 31. In addition, the illustration of FIG. 31 shows “hover” mode behavior in the display of a tooltip

3114, by which the consumer/user is urged to vote in the poll of the “Topical Poll” Object 3100, when the consumer/user hovers the cursor above the option 3107 on which the consumer/user has not yet voted.

FIG. 32 illustrates a “Topical Poll” Object 3200 exhibiting “hover” mode behavior after voting has taken place, in accordance with a representative embodiment of the present invention. The “Topical Poll” Object 3200 may correspond, for example, to the “Topical Poll” Object 2800, in which a consumer/user has continuously positioned the cursor over the area of the “Topical Poll” Object 2900 for more than the minimum period of time required to enter “hover” mode, as indicated by the visibility of the menu teaser 3212 in FIG. 32. As can be seen in the illustration of FIG. 32, the “Topical Poll” Object 3200 shows “hover” mode behavior in the display of a tooltip 3214 in which the consumer/user is offered the choice to “un-vote” a previously cast vote in the poll of the “Topical Poll” Object 3200, when the consumer/user hovers the cursor above the option 3207 on which the consumer/user has already voted. In a representative embodiment of the present invention, the user may also be shown additional tooltips urging the consumer/user to vote for those options (e.g., options 3206 and 3208) on which the consumer/user has not voted.

In a representative embodiment of the present invention, an Object may also be of a type referred to herein as a “Tag Entity” Object. The following discussion provides additional details of this aspect of the present invention.

In a representative embodiment of the present invention, a “Tag Entity” Object may be identified as a “Store,” a “Tag (topic),” a “Brand,” a “Clique,” a “Category,” a “Location,” a “Website,” a “Person,” a “Poll (Help me choose),” a “Review,” an “Article,” a “Badge,” and a “Complex Object.” Each of the above may have behaviors in a “Standard” mode, “Hover” mode, and “Quickview” mode.

As previously discussed above, a newsfeed may have a number of Objects organized in one column or in a grid arrangement having multiple columns, each of the Objects having one or more Stories, where each Story may have one or more Comments, in accordance with a representative embodiment of the present invention. Additional details about the Story aspect of a newsfeed are provided below.

As described above, a representative embodiment of the present invention may comprise a number of “Stories,” which have a common format. The format of a Story in accordance with a representative embodiment of the present invention may appear as follows:

[StoryTypeIcon] [StoryText]
[TimeStamp] via [PublishingTool]

In order for the consumer/user to understand the logic of the order of a newsfeed, each newsfeed Story may have its own creation “timestamp.” The format of the “TimeStamp” portion above depends upon the amount of time that has passed since the Story was created. Examples of various forms of the “TimeStamp” portion of the Story are shown below:

Time since creation	TimeStamp
Under 1 minute	“A few seconds ago”
Under 1 hour	“X minutes ago” (e.g., “5 minutes ago”)
Under 1 day	“X hours ago” (e.g., “6 hours ago”)
Under 30 days	“X days ago” (e.g., “7 days ago”)

-continued

Time since creation	TimeStamp
30 days and over, same calendar year:	"Month Day" (e.g., "Feb. 6")
30 days and over, different calendar year:	"Month Day, Year" (e.g., "Feb. 6, 2010")

The format of a Story may also indicate the "publishing tool" used to create the Story. Examples of various formats of the "PublishingTool" portion of the Story are shown below:

In a representative embodiment of the present invention, if a Story was created by a consumer/user using any non-web applications or by an organization using an external application program interface (API), a suffix may be added to the timestamp, as in "[TimeStamp] via [PublishingTool]". A few possible examples of this form include the following:

"[TimeStamp] via iPhone"
 "[TimeStamp] via Bookmarklet"
 "[TimeStamp] via BlackBerry"
 "[TimeStamp] via Android"
 "[TimeStamp] via Apple.com"
 "[TimeStamp] via Gift Registry"
 "[TimeStamp] via Contests & Sweepstakes"
 "[TimeStamp] via Sears.com Lists app"

A representative embodiment of the present invention may have an "actions menu." The actions menu of each Story may have a "standard" or "basic" set of actions, and some Stories may have an actions menu with an extended list or set of actions that are in addition to the basic set of actions. The Story actions menu, which may be displayed in a "Tooltip" type layer, may become visible/accessible when the user continuously positions or "hovers" the cursor over the areas of an Object that display Stories or Comments. Detailed information about Comments will be provided below. In a representative embodiment of the present invention, an actions menu may contain a list of all possible actions for a given type of Story. The actions in the actions menu may be divided into two main sections, a prominent section at the top of the actions menu listing common/promoted actions, and a second, possibly smaller section at the bottom of the actions menu listing advanced/secondary actions.

In a representative embodiment of the present invention, the basic set of actions of an actions menu may include a "Comment" action, which when selected may permit consumer/user entry of a new Comment at the bottom or end of the Comment thread for the Object. Additional information about the specifics of a Comment is provided below.

The basic set of actions of the actions menu may also include a "Like" action, which may reside in the top or prominent section of the actions menu, and which when selected may result in an indication that the consumer/user "likes" the Story. If the consumer/user has already "liked" the Story, the actions menu may instead display an action to "Unlike" the Story. In a representative embodiment of the present invention, visual representations of all "Likes" may appear with the Story.

The basic set of actions may also include a "Share" action, which may open a share dialog for the specific Story. The "Share" action may reside in the top, prominent section of the actions menu. In addition, the basic set of actions may include a "Hide" action, which when selected may open a "Hide" dialog that may be pre-populated based on the Story.

The basic set of actions may also include a "Report" action, which when selected may open a "Report a story" dialog.

In a representative embodiment of the present invention, Stories may be grouped together under a specific Object subject to certain conditions. For example, Stories that are directly associated with a given Object may be grouped under the Object. Also, instances of Stories that naturally appeared in the viewed feed (tag page, popular, etc.) may be grouped under a given Story. To be grouped together under an Object, Stories may have occurred with a certain amount of time, which may be configurable (e.g., twelve hours). When grouped under a given Object, Stories may, for example, be ordered from the newest (at the top or beginning of the group of Stories) to the oldest (at the bottom or end of the group of Stories). As noted, ordering of Stories in a group may be based on the date/time of creation of the Story or may be based on the date/time of the last Comment made on the Story, if any Comments are available for the Story. Detailed Information about Comments is provided below.

A large variety of Story types are contemplated and may be presented by a representative embodiment of the present invention. For example, a representative embodiment of the present invention may include a type of Story referred to herein as a "New Arrivals" Story, which may appear in the Object as:

"[NewArrivalIcon] New arrival in [TagName]!"

The act of a consumer/user clicking on the [TagName] may, for example, result in the display of a corresponding page for "TagName." The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as an "AdYourWay" Story, which may appear in the Object as:

"[AdYourWayIcon] Recommended since you [Action-Name] [TriggerName]."

The [ActionName] portion may represent an action performed on an item identified by the field identified by [TriggerName], and which triggered the creation of the "AdYourWay" story. Just a few of many possible values for the [ActionName] field include, for example, "viewed," "rated," "reviewed," "bought," "like," "want," and "followed." The [ActionName] field may not be clickable/selectable. The [TriggerName] field may identify the item that the consumer/user acted upon, and which triggered the creation of the "AdYourWay" Story. Possible examples, by way of illustration and not limitation, include a [Product-Name], a [CatalogName], and a [TagEntityName]. Clicking/selecting the [TriggerName] field may result in the display of a page corresponding to the [TriggerName]. The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a "Top Sellers" Story, which for a single product may appear in an Object as:

"[TopSellerIcon] Top selling product in [TagEntityName]."

and for multiple products may appear as:

"[TopSellerIcon] Top selling products in [TagEntity-Name]."

Top selling products may be those products that have sold the greatest number of units over a certain time frame.

Clicking the [TagEntityName] field may, for example, result in the display of a corresponding page for the TagEntity. The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as an “Trending Products” Story, which for a single product may appear in an Object as:

“[TrendingIcon] Trending product in [Tag EntityName].” 5
and for multiple products may appear as:

“[TrendingIcon] Trending products in [TagEntityName].”
Trending products may be those products whose sales have been growing over a certain time frame.

Clicking the [TagEntityName] field may, for example, 10
result in the display of a corresponding page for the TagEntity. The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as an 15
“Rated Product” Story, which may appear in an Object, without “one-liner text,” as:

“[Person/Tag Image] [Person/Tag Name] rated this [StarIcons]”

and may appear, with “one-liner text,” as:

“[Person/Tag Image] [Person/Tag Name] rated this [StarIcons]
[OneLinerText]”

Clicking the [Person/Tag Image] field or [Person/Tag Name] field may, for example, result in the display of a 25
corresponding page for the Profile/Tag. The [OneLinerText] field may always begin on a new line. The actions available upon display of an actions menu may be the standard or basic set of actions described above. If the [Person/Tag Image] or [Person/Tag Name] that rated the product is not “followed” by the consumer/user viewing the Story, the top 30
portion of the actions menu may include a “Follow [Tag/Person Name]” action. In addition, clicking/selecting “Follow [Tag/Person Name]” may, for example, elicit the same behavior as when clicking/selecting these buttons in their native pages.

A representative embodiment of the present invention may also include a type of Story referred to herein as an “Pre Orders” Story, which may appear in an Object as:

“[PreOrderIcon] This product is now available for pre- 40
order. Scheduled for arrival on [Date].”

The format of the [Date] field of this Story may, for example, appear as:

“Month Day, Year” (e.g., “Apr. 4, 2012”)

Clicking on/selecting “pre-order” may, for example, 45
result in the display of a “How Does the Pre-order Process Work?” informational popover. The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as an 50
“Recommended a Product” Story, which may appear in an Object, without a [Text] field, as:

“[Person/Tag Image] [Person/Tag Name] recommended
this [EntityType] to you”

and may appear, with a [Text] field as:

“[Person/Tag Image] [Person/Tag Name] recommended
this [EntityType] to you”
[Text]”

It should be noted that although this Story is described 60
with respect to Objects of type “Product,” this type of Story is contemplated to support all types of Objects.

Clicking/selecting the [Person/Tag Name] or [Person/Tag Name] fields leads may, for example, result in the display of a corresponding Profile/Tag page. In a representative 65
embodiment of the present invention, the [EntityType] field may be populated as, for example, “product,” “store,”

“topic,” “brand,” or “location.” Other values for [EntityType] are also contemplated. In some representative embodiments of the present invention, the [Text] field may always start on a new line. The actions available upon display of an actions menu may be the standard or basic set of actions described above. If the [Person/Tag Image] or [Person/Tag Name] that recommended the product is not “followed” by the consumer/user viewing the Story, the top portion of the actions menu may include a “Follow [Tag/Person Name]” action. In addition, clicking “Follow [Tag/Person Name]” may, for example, elicit the same behavior as when clicking these buttons in their native pages.

A representative embodiment of the present invention may also include a type of Story referred to herein as a 15
“Featured Video” Story, which may appear in an Object as:
“[Featured Video Icon] Featured video!”

The actions available upon display of an actions menu may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a 20
“Published Topical Poll” Story. The format of a “Published Topical Poll” Story may depend on the type of the publisher of the Story. For example, one possible format of the “Published Topical Poll” Story may appear as follows:

“[Icon] [TagName] published this topical poll to the entire 25
community.”

Another possible format that may be used may appear as:
“[Tag Image][TagName] published this topical poll on
their page.”

With the above Story format, clicking on [Tag Image] or [TagName] may, for example, result in the display of a 30
corresponding tag page.

Yet another example of a possible format that may be used may appear as:

“[Person Image] [PersonName] published this poll.”

With the use of the Story format immediately above, clicking on/selecting [Person Image] or [PersonName] may, for example, result in the display of a corresponding profile page. The actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a 45
“Added Product to Catalog” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/PersonName] added [Product-Name] to this catalog.”

Clicking on the [Tag/PersonImage] field or [Tag/Person-Name] field may, for example, result in the display of a 50
corresponding tag/profile page, while clicking on the [ProductName] field may result in the display of a corresponding product page. The actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a 55
“Added Web Page to Catalog” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/PersonName] added [WebPageName] to this catalog.”

Clicking on/selecting the [Tag/PersonImage] field or the [Tag/PersonName] field may, for example, result in the display of a corresponding tag/profile page. Clicking on/selecting the [WebPageName] field may result in display of the 65
page at the location indicated by the Universal Resource Locator (URL) associated with [WebPageName], and may be presented in a new browser tab or browser instance. The

actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a “Added Picture to Catalog” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/Person Name] added a picture to this catalog.”

Clicking on/selecting the [Tag/PersonImage] field or [Tag/PersonName] field may, for example, result in the display of a corresponding tag/profile page. Clicking on/selecting the phrase “a picture” may result in the display of Quickview for the picture. The actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a “Liked catalog” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/PersonName] likes this catalog.”

Clicking on/selecting the [Tag/PersonImage] field or [Tag/PersonName] field may, for example, result in the display of a corresponding tag/profile page. The actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as a “Tagged Item in catalog” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/PersonName] tagged [ItemName] in the catalog’s cover image.”

In a representative embodiment of the present invention, the [ItemName] field may not be clickable. The actions available upon display of an actions menu for this Story type may be the standard or basic set of actions described above.

A representative embodiment of the present invention may also include a type of Story referred to herein as an “Updated Status/Wrote On Wall” Story, which may appear in an Object as:

“[Tag/PersonImage] [Tag/PersonName] published this on [StoryDestination].”

If the publisher identified by [Tag] published status or other information on its own stream, the [StoryDestination] field in the above Story format may appear as “its page,” and “its page” may represent a link to a recent activity page of [Tag].

If the publisher identified by [PersonName] published status or other information on its own stream, the [StoryDestination] field in the above Story format may appear as “its own stream,” and “own stream” may represent a link to a profile page of a person.

If the publisher identified by [Tag] published status or other information on streams other than its own, the [StoryDestination] field in the above Story format may appear as “[TagName],” and “[TagName]” may represent a link to a page of [Tag].

If the publisher identified by [PersonName] published status or other information on another person’s stream, the [StoryDestination] field in the above Story may appear as “[UserFullName]’s stream,” and “[UserFullName]’s stream” may represent a link to a profile of User.

In addition to the Stories described above, a representative embodiment of the present invention may include a variety of other types of Stories that have been contemplated such as, for example, “Wrote On Wall,” “Weekly Deals,” “Featured Users,” “Added Video to Product,” “Added Image

to Product,” “Special Offers,” “Deal (price dropped),” “Joined,” “Started Following,” “Reviewed Product,” “Published Poll,” “Asked Question On Product,” “Unlocked Badge,” “Answered Question,” “Installed Mobile App,” “Commented On Product,” “Voted On Poll,” “User Followed Product,” “User Followed Brand,” “Checked In,” “Viewed Product,” and “Performed Search.”

As previously discussed above, each newsfeed may have a number of Objects organized in one column or in a grid arrangement having multiple columns, each of the Objects having one or more Stories, where each Story may have one or more Comments, in accordance with one representative embodiment of the present invention. Additional details about Comments are provided below.

In a representative embodiment of the present invention, each Comment is associated with the specific Story under which the Comment was submitted. If a collection of more than one Comment is present, the Comments may be ordered within a newsfeed item with the oldest Comment located at the top of list, and the newest located at the bottom. A Comment may formatted to appear as follows:

[CommenterTinyImage] [CommenterName]: [CommentText]

[CommentTimestamp]

In the above format, [CommenterTinyImage] and [CommenterName] may display an image representing the Commenter and the name of the Commenter (tag/person), respectively, and may act as links to the Commenter’s tag/profile page. The [CommenterTinyImage] may be displayed at low contrast (e.g., to reduce general visual noise in the newsfeed) until a consumer/user viewing the Comment hovers over the Object, Story, or Comment thread. When hover mode is active, the [CommenterTinyImage] may then be displayed in full contrast.

In a representative embodiment of the present invention, the [CommentText] field or portion of the Comment may, for example, contain the simple text of the Comment. The [CommentTimestamp] portion of the Comment follows the same rules described above as for all other timestamps appearing in the newsfeed.

FIG. 33 is an illustration of an exemplary Story 3300 having three Comments 3310, 3320, 3330, in accordance with a representative embodiment of the present invention. As shown in example of FIG. 33, the three Comments 3310, 3320, 3330 have respective CommenterTinyImages 3312, 3322, 3332, CommenterNames 3314, 3324, 3334, CommenterText 3316, 3326, 3336, and CommentTimestamps 3318, 3328, 3338. In a representative embodiment of the present invention, the Comments 3310, 3320, 3330 of FIG. 33 are ordered by the respective timestamp for each Comment, as described above.

FIG. 34 is an illustration of an exemplary Story 3400 that similar in many ways to the Story 3300 of FIG. 33, but in which more than three Comments have been submitted, in accordance with a representative embodiment of the present invention. As shown in the illustration of FIG. 34, only the three most recent Comments 3410, 3420, 3430 for the Story 3400 are displayed in the timestamp order described above. The Story 3400, however, also displays a teaser 3450 that permits the consumer/user viewing the Story 3400 to click on/select the teaser 3450 to gain access to the entire Comment thread for Story 3400, in its natural order (e.g., oldest Comment at the top). In a representative embodiment of the present invention, the consumer/user viewing the Story 3400 and Comments thread may not be able to return the displayed list of Comments back to the shorter or truncated list form without refreshing the page.

FIG. 35 is an illustration of an exemplary Story 3500 that is similar in many ways to the Story 3300 of FIG. 33, but in which a consumer/user has chosen to add an additional Comment, in accordance with a representative embodiment of the present invention. The consumer/user may add a new Comment to the Story 3500 by simply hovering the cursor over the area of the Story 3500 or the Comments 3510, 3520, 3530, which results in the display of an actions menu (not shown in FIG. 35) for the Story 3500. Some example actions that may be available via the actions menu of a Story were previously described above. Clicking on the "Comment" entry of an actions menu for the Story 3500 may, for example, cause a number of changes to the Story 3500, including insertion of a new Comment Input 3540 at the bottom of the Comments thread, scrolling of the page to insure that the Comments Input 3540 is completely visible, and placement of the keyboard cursor within the Comment Input 3540 to enable the consumer/user to immediately enter the text of the new Comment. Creation of the Comment from any Comment text that has been entered occurs upon the consumer/user pressing the "Enter" key. If no text was entered by the consumer/user, or if text was entered but the "ESC" key is pressed before the "Enter" key, the Comment Input 3540 is hidden, and no Comment is added to the Comments thread of Story 3500.

FIG. 36 illustrates the appearance of an exemplary marker 3660 that enables the deletion of a Comment 3610 from a Story 3600, in accordance with a representative embodiment of the present invention. A representative embodiment of the present invention may permit a consumer/user (e.g., person/tag) to delete various types of Comments including, for example, Comments that he/she submitted, and Comments added to a Story in which he/she is the main actor. Comments that may be deleted by the consumer/user may, for example, be marked by a clickable marker such as, for example, a clickable "[X]" button, illustrated in FIG. 36 as marker 3660, when the consumer/user hovers the cursor over the Comment 3610. Clicking upon the marker 3660 results in the display of an action popover to confirm the deletion action of the consumer/user, as described below with regard to FIG. 37.

FIG. 37 illustrates the appearance of an action popover 3770 that may be used to confirm the choice by the consumer/user to delete the Comment 3710 of the Story 3700, in accordance with a representative embodiment of the present invention. As is illustrated in FIG. 37, the action popover 3770 asks the consumer/user "Are you sure you want to delete the comment?" and provides the consumer/user with "Delete" and "Cancel" options. In the event that the consumer/user clicks/selects the "Delete" option, the marked Comment 3710 is removed and the appearance of the Story 3700 is updated accordingly. If, however, the consumer/user clicks/selects the "Cancel" option, the action popover 3770 may be closed, no change is made to the Comment 3710, and no further actions are taken.

FIG. 38 is an illustration of an exemplary Story 3800 with Comments 3810, 3820, 3830, in which an attachment 3825 is automatically displayed based on the text of the Comment 3820, in accordance with a representative embodiment of the present invention. In a representative embodiment of the present invention, the text of a Comment such as, for example, the Comments 3810, 3820, 3830 of FIG. 38 may, for example, be parsed to determine whether the text of any of the Comments 3810, 3820, 3830 contains a link to a known Object. If the text of any Comment contains a link to a known Object, the link may be used to display an attachment showing the corresponding Object below the text of

the Comment containing the recognized link. An exemplary format for a Comment having such an attachment may be as follows:

```
[CommenterTinyImage] [CommenterName]: [Comment-
  Text]
"[Icon] Attached item:"
"[ItemTinyThumb] [ItemName]"
[CommentTimestamp]
```

FIG. 39 illustrates an exemplary "Get Advice" dialog 3900, in accordance with a representative embodiment of the present invention. As illustrated in FIG. 39, the user may be shown an image of a product, and a product name, and is provided with options that when clicked/select permit the user to "Add to a poll" to request followers to vote, "Ask a question" about the pictured item, "Compare" to see a comparison of similar items, an "Talk to an expert" to chat with an expert.

FIG. 40 illustrates an exemplary matrix 4000 showing the types of Stories that are applicable to various types of Objects, in accordance with one representative embodiment of the present invention.

FIG. 41 illustrates an exemplary matrix 4100 showing the types of Stories that may appear in the context of the indicated newsfeeds, in accordance with one representative embodiment of the present invention.

FIG. 42 illustrates an exemplary catalog page, in accordance with a representative embodiment of the present invention. As shown in the example of FIG. 42, the "Catalog Page" is a [pictorial collection of things that are of interest to user "Moran Haviv." The "Catalog Page" shows when the page was last updated, when it was first created, who is the "owner" of the page, the total price of the Objects listed on this "Catalog Page," and a list of "Tags" that apply to this page. The displayed Objects are in a grid format, where each shows a picture, identifying text, a price, and may include comments, for each of the items in the catalog created by "Moran Haviv."

FIG. 43 illustrates an exemplary newsfeed view, in accordance with a representative embodiment of the present invention. As shown in the illustration of FIG. 43, the newsfeed view of FIG. 43 permits the user to select the "feed width," to increase or decrease the number of columns of newsfeed objects displayed across the page. It should be noted that the width of each newsfeed column is automatically adjusted based on the number of columns selected for display.

FIG. 44 illustrates an exemplary popover enabling a consumer/user to share a Story, in accordance with a representative embodiment of the present invention. As shown in FIG. 44, an Object of a newsfeed may include a "Share" link that when selected by the user may permit the user to add a comment, and to cause that comment to be added to the list of comments for the Object.

FIG. 45 illustrates exemplary hover behavior, in accordance with a representative embodiment of the present invention. As shown in FIG. 45, the user may hover a cursor over a portion of the Object on a newsfeed, and one or more additional options, in this case "Comment" and "Like" options, may be caused to display, which the user may click/select. In this manner, the Objects of the newsfeed in accordance with the present invention may initially be made smaller, permitting a larger number of Objects to be displayed in the newsfeed, while still providing the user with a set of actions or options that may be easily accessed.

FIG. 46 illustrates an exemplary "Help Me Choose Poll", in accordance with a representative embodiment of the present invention. In the illustrative example of FIG. 46, the

user may decide to respond to a user poll about a particular product, and may provide their own views that may be reflected in the newsfeed of the user that posted the poll.

FIG. 47 illustrates an exemplary grid newsfeed, in accordance with a representative embodiment of the present invention. As shown in the illustration of FIG. 47, the user of the grid newsfeed may choose to select filtering of the Stories to be visible on the newsfeed, by selecting from, for example, "All stories," "From other users," "Recommendation," "AdYourWay," "Featured video," "New arrivals," "Pre-orders," "Top sellers," "Trending products," and "Topical polls." Following selection, the Stories visible on the newsfeed of the user will be limited to those identified by the selected filter.

FIG. 48 illustrates another exemplary grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 49 illustrates an additional example of a grid newsfeed, in accordance with a representative embodiment of the present invention.

FIG. 50 illustrates one more exemplary grid newsfeed, in accordance with a representative embodiment of the present invention. In the illustration of FIG. 50, the user has clicked on/selected the "Departments" tab at the upper left-hand edge of the page, causing display of an extended list showing a number of departments available.

FIG. 51 illustrates another exemplary "Help Me Choose Poll," in accordance with a representative embodiment of the present invention. As shown in FIG. 51, the user may, for example, move the cursor to hover over various portions of an Object, which in the illustration of FIG. 51 is a "Help me choose poll" type Story. Hovering over a certain portion of the Object cause the "X" to appear in the upper right hand corner of the Object, while hovering over the option from which to choose may cause a pop-up to urge the viewer/user to vote if the user/viewer has not yet voted. The current relative fractions of the total vote cast may be displayed when the cursor is in hovering and voting is in progress, and the user/viewer may be prompted by a pop-up to clear their vote, when hovering after they have already voted.

FIG. 52 illustrates exemplary "Brand" Objects, in accordance with a representative embodiment of the present invention. As shown in example illustration of FIG. 52, a "Brand" type Object may take several forms, and may permit access to the page for the "Brand."

FIG. 53 illustrates exemplary "Person/Profile" Objects, in accordance with a representative embodiment of the present invention. As shown in the example illustration of FIG. 53, a "Person" type Object may take several forms, and may permit access to a "Quickview" profile that may provide expanded information about the "person" of the "Person" type Object, but less than a full profile page for the "Person."

FIG. 54 illustrates exemplary "AdYourWay," "Featured Video," "Special Deals," "Started Following Tag," and "Featured User" Stories, in accordance with a representative embodiment of the present invention.

FIG. 55 illustrates exemplary "Answer," "Now Trending," "Unlocked Badge," "Recommended by Friend," and "Deal" Stories, in accordance with a representative embodiment of the present invention.

FIG. 56 illustrates an exemplary Story with contextual hover menu, in accordance with a representative embodiment of the present invention.

Aspects of the present invention may be found in a method for the generation of an object driven newsfeed. Such a method may comprise maintaining a set of personal characteristics for each of a plurality of users of an e-commerce network, and gathering information representing actions of the plurality of users regarding a plurality of objects. The method may also comprise producing, from the gathered information, a filtered information stream for each of the plurality of users of the e-commerce network, using personal characteristics of a respective one of the plurality of users, and transmitting to each of the plurality of users a respective newsfeed comprising the respective filtered information stream.

merce network, and gathering information representing actions of the plurality of users regarding a plurality of objects. The method may also comprise producing, from the gathered information, a filtered information stream for each of the plurality of users of the e-commerce network, using personal characteristics of a respective one of the plurality of users, and transmitting to each of the plurality of users a respective newsfeed comprising the respective filtered information stream.

In a representative embodiment of the present invention, each newsfeed may be formatted for display to the respective user as a plurality of columns. Each column may comprise one or more time ordered newsfeed items, each newsfeed item may represent one or more user actions regarding one of the plurality of objects, and a number of columns of the newsfeed may be configurable by a user. The user action may comprise a purchase transaction, and the purchase transaction may occur over the Internet. The user action may also comprise submitting a comment, submitting a poll to users of the e-commerce network, or expressing interest in an object. The personal characteristics may comprise one or both of a brand preference of the user and an age of user.

Further aspects of the present invention may be found in a system for the generation of an object driven newsfeed, the system comprising a least one processor operable to, at least, perform the actions of the method described above.

Additional aspects of the present invention may be found in a computer-readable medium having a plurality of code sections, each code section comprising a plurality of instructions executable by a processor for causing the processor to perform the actions of a method for the generation of an object driven newsfeed, such as the method described above.

With reference to the figures, and in particular with respect to the exemplary computer network 100 of FIG. 57, the following discloses various example systems and methods that support the generation and delivery of an object driven newsfeed, to various forms of handheld or mobile devices and desktop computers such as those described above. To this end, a processing device 20", illustrated in the exemplary form of a mobile communication device, a processing device 20', illustrated in the exemplary form of a computer system, and a processing device 20 illustrated in schematic form, are provided with executable instructions to, for example, provide a means for a customer, e.g., a user, consumer, etc., or a sales associate, a customer service agent, and/or others to access a host system server 68 and, among other things, be connected to a learning management system, a content management system, an electronic publication system, a hosted social networking site, a user profile, and/or a sales associate. Generally, the computer executable instructions reside in program modules which may include routines, programs, objects, components, data structures, etc., that perform particular tasks or implement particular abstract data types. Accordingly, the processing devices 20, 20', 20" illustrated in FIG. 57 may be embodied in any device having the ability to execute instructions such as, by way of example, a personal computer, mainframe computer, personal-digital assistant ("PDA"), cellular telephone, tablet, e-reader, smart phone, or the like. Furthermore, while described and illustrated in the context of a single processing device 20, 20', 20", the various tasks described hereinafter may be practiced in a distributed environment having multiple processing devices linked via a local or wide-area network whereby the executable instructions may be associated with and/or executed by one or more of multiple processing devices.

For performing the various tasks in accordance with the executable instructions, the example processing device **20** includes a processing unit **22** and a system memory **24** which may be linked via a bus **26**. Without limitation, the bus **26** may be a memory bus, a peripheral bus, and/or a local bus using any of a variety of bus architectures. As needed for any particular purpose, the system memory **24** may include read only memory (ROM) **28** and/or random access memory (RAM) **30**. Additional memory devices may also be made accessible to the processing device **20** by means of, for example, a hard disk drive interface **32**, a magnetic disk drive interface **34**, and/or an optical disk drive interface **36**. As will be understood, these devices, which would be linked to the system bus **26**, respectively allow for reading from and writing to a hard disk **38**, reading from or writing to a removable magnetic disk **40**, and for reading from or writing to a removable optical disk **42**, such as a CD/DVD ROM or other optical media. The drive interfaces and their associated computer-readable media allow for the nonvolatile storage of computer-readable instructions, data structures, program modules and other data for the processing device **20**. Other types of non-transitory computer-readable media that can store data and/or instructions may be used for this same purpose. Examples of such media devices include, but are not limited to, magnetic cassettes, flash memory cards, digital videodisks, Bernoulli cartridges, random access memories, nano-drives, memory sticks, and other read/write and/or read-only memories.

A number of program modules may be stored in one or more of the memory/media devices. For example, a basic input/output system (BIOS) **44**, containing the basic routines that help to transfer information between elements within the processing device **20**, such as during start-up, may be stored in ROM **28**. Similarly, the RAM **30**, hard drive **38**, and/or peripheral memory devices may be used to store computer executable instructions comprising an operating system **46**, one or more applications programs **48** (such as a Web browser), other program modules **50**, and/or program data **52**. Still further, computer-executable instructions may be downloaded to one or more of the computing devices as needed, for example via a network connection.

To allow a user to enter commands and information into the processing device **20**, input devices such as a keyboard **54** and/or a pointing device **56** are provided. While not illustrated, other input devices may include a microphone, a joystick, a game pad, a scanner, a camera, touchpad, touch screen, etc. These and other input devices are typically connected to the processing unit **22** by means of an interface **58** which, in turn, is coupled to the bus **26**. Input devices may be connected to the processor **22** using interfaces such as, for example, a parallel port, game port, FireWire, or a universal serial bus (USB). To view information from the processing device **20**, a monitor **60** or other type of display device may also be connected to the bus **26** via an interface, such as a video adapter **62**. In addition to the monitor **60**, the processing device **20** may also include other peripheral output devices, not shown, such as, for example, speakers, cameras, printers, or other suitable device.

As noted, the processing device **20** may also utilize logical connections to one or more remote processing devices, such as the host system server **68** having associated data repository **68A**. In this regard, while the host system server **68** has been illustrated in the exemplary form of a computer, the host system server **68** may, like processing device **20**, be any type of device having processing capabilities. Again, the host system server **68** need not be implemented as a single device but may be implemented in

a manner such that the tasks performed by the host system server **68** are distributed amongst a plurality of processing devices/databases located at different geographical locations and linked through a communication network. Additionally, the host system server **68** may have logical connections to other third party systems via a network **12**, such as, for example, the Internet, LAN, MAN, WAN, cellular network, cloud network, enterprise network, virtual private network, wired and/or wireless network, or other suitable network, and via such connections, will be associated with data repositories that are associated with such other third party systems. Such third party systems may include, without limitation, systems of banking, credit, or other financial institutions, systems of third party providers of goods and/or services, systems of shipping/delivery companies, media content providers, document storage systems, etc.

For performing tasks as needed, the host system server **68** may include many or all of the elements described above relative to the processing device **20**. In addition, the host system server **68** would generally include executable instructions for, among other things, coordinating creation, storage, retrieval, and delivery of documents and media content, social networking, storage of a shopping list, receiving a location of a customer via a mobile device, receiving a request for a service call center connection from either a customer or a sales associate, routing the request via a distributed mobile video call center, providing a service call infrastructure for providing the requestor with a distributed customer service experience.

Communications between the processing device **20** and the host system server **68** may be exchanged via a further processing device, such as a network router (not shown), that is responsible for network routing. Communications with the network router may be performed via a network interface component **73**. Thus, within such a networked environment, e.g., the Internet, World Wide Web, LAN, cloud, or other like type of wired or wireless network, program modules depicted relative to the processing device **20**, or portions thereof, may be stored in the non-transitory memory storage device(s) of the host system server **68**.

Although devices, methods, and systems according to the present invention may have been described in connection with a preferred embodiment, it is not intended to be limited to the specific form set forth herein, but on the contrary, it is intended to cover such alternative, modifications, and equivalents, as can be reasonably included within the scope of the invention as defined by this disclosure and appended diagrams.

Accordingly, the present invention may be realized in hardware, software, or a combination of hardware and software. The present invention may be realized in a centralized fashion in at least one computer system, or in a distributed fashion where different elements are spread across several interconnected computer systems. Any kind of computer system or other apparatus adapted for carrying out the methods described herein is suited. A typical combination of hardware and software may be a general-purpose computer system with a computer program that, when being loaded and executed, controls the computer system such that it carries out the methods described herein.

The present invention may also be embedded in a computer program product, which comprises all the features enabling the implementation of the methods described herein, and which when loaded in a computer system is able to carry out these methods. Computer program in the present context means any expression, in any language, code or notation, of a set of instructions intended to cause a system

having an information processing capability to perform a particular function either directly or after either or both of the following: a) conversion to another language, code or notation; b) reproduction in a different material form.

While the present invention has been described with reference to certain embodiments, it will be understood by those skilled in the art that various changes may be made and equivalents may be substituted without departing from the scope of the present invention. In addition, many modifications may be made to adapt a particular situation or material to the teachings of the present invention without departing from its scope. Therefore, it is intended that the present invention not be limited to the particular embodiment disclosed, but that the present invention will include all embodiments falling within the scope of the appended claims.

What is claimed is:

1. A method for the generation of an object driven newsfeed, the method comprising:

maintaining a set of personal characteristics for each of a plurality of users of an e-commerce network;

maintaining a set of personal characteristics for others related to the plurality of users of the e-commerce network;

gathering information representing actions of the plurality of users of the e-commerce network regarding a plurality of objects;

producing, from the gathered information, a first filtered information stream for each of the plurality of users of the e-commerce network, using the set of personal characteristics of a respective one of the plurality of users;

gathering additional information related to the others related to the plurality of users of the e-commerce network regarding the plurality of objects;

producing, from the gathered additional information, a second filtered information stream for each of the others related to the plurality of users of the e-commerce network, using the set of personal characteristics of respective others; and

transmitting to each of the plurality of users a respective newsfeed comprising a respective first filtered information stream and a respective second filtered information stream, wherein the respective newsfeed includes a feed of items that are popular among general consumers, items that are popular in a particular social network, and items that are popular in the area of a particular consumer.

2. The method according to claim 1, wherein each newsfeed is formatted for display to a respective user as a plurality of columns, each column comprising one or more time ordered newsfeed items.

3. The method according to claim 2, wherein each newsfeed item represents one or more user actions regarding one of the plurality of objects.

4. The method according to claim 2, wherein a number of columns of the newsfeed is configurable by a user.

5. The method according to claim 1, wherein a user action comprises a purchase transaction.

6. The method according to claim 5, wherein the purchase transaction occurs over the Internet.

7. The method according to claim 1, wherein a user action comprises submitting a comment.

8. The method according to claim 1, wherein a user action comprises submitting a poll to users of the e-commerce network.

9. The method according to claim 1, wherein a user action comprises expressing interest in an object.

10. The method according to claim 1, wherein the set of personal characteristics comprise one or both of a brand preference of the user and an age of user.

11. A system for the generation of an object driven newsfeed, the system comprising:

at least one processor operable to, at least:

maintain a set of personal characteristics for each of a plurality of users of an e-commerce network;

maintain a set of personal characteristics for others related to the plurality of users of the e-commerce network;

gather information representing actions of the plurality of users of the e-commerce network regarding a plurality of objects;

produce, from the gathered information, a filtered information stream for each of the plurality of users of the e-commerce network, using the set of personal characteristics of a respective one of the plurality of users related to the plurality of users of the e-commerce network;

gather additional information related to the others related to the plurality of users of the e-commerce network regarding the plurality of objects;

produce, from the gathered additional information, a second filtered information stream for each of the others related to the plurality of users of the e-commerce network, using the set of personal characteristics of respective others; and

transmit to each of the plurality of users a respective newsfeed comprising a respective first filtered information stream and a respective second filtered information stream, wherein the respective newsfeed includes a feed of items that are popular among general consumers, items that are popular in a particular social network, and items that are popular in the area of a particular consumer.

12. The system according to claim 11, wherein each newsfeed is formatted for display to a respective user as a plurality of columns, each column comprising one or more time ordered newsfeed items.

13. The system according to claim 12, wherein each newsfeed item represents one or more user actions regarding one of the plurality of objects.

14. The system according to claim 12, wherein a number of columns of the newsfeed is configurable by a user.

15. The system according to claim 11, wherein a user action comprises a purchase transaction.

16. The system according to claim 15, wherein the purchase transaction occurs over the Internet.

17. The system according to claim 11, wherein a user action comprises submitting a comment.

18. The system according to claim 11, wherein a user action comprises submitting a poll to users of the e-commerce network.

19. The system according to claim 11, wherein a user action comprises expressing interest in an object.

20. The system according to claim 11, wherein the set of personal characteristics comprise one or both of a brand preference of the user and an age of user.

21. A non-transitory computer-readable medium having a plurality of code sections, each code section comprising a plurality of instructions executable by a processor for causing the processor to perform the actions of a method for the generation of an object driven newsfeed, the method comprising:

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maintaining a set of personal characteristics for each of a plurality of users of an e-commerce network;
 maintaining a set of personal characteristics for others related to the plurality of users of the e-commerce network;
 gathering information representing actions of the plurality of users of the e-commerce network regarding a plurality of objects;
 producing, from the gathered information, a filtered information stream for each of the plurality of users of the e-commerce network, using the set of personal characteristics of a respective one of the plurality of users of the e-commerce network;
 gathering additional information related to the others related to the plurality of users of the e-commerce network regarding the plurality of objects;
 producing, from the gathered additional information, a second filtered information stream for each of the others related to the plurality of users of the e-commerce network, using the set of personal characteristics of respective others; and
 transmitting to each of the plurality of users a respective newsfeed comprising a respective first filtered information stream and a respective second filtered information stream, wherein the respective newsfeed includes a feed of items that are popular among general consumers, items that are popular in a particular social network, and items that are popular in the area of a particular consumer.

22. The non-transitory computer-readable medium according to claim 21, wherein each newsfeed is formatted for display to a respective user as a plurality of columns, each column comprising one or more time ordered newsfeed items.

23. The non-transitory computer-readable medium according to claim 22, wherein each newsfeed item represents one or more user actions regarding one of the plurality of objects.

24. The non-transitory computer-readable medium according to claim 22, wherein a number of columns of the newsfeed is configurable by a user.

25. The non-transitory computer-readable medium according to claim 21, wherein the user action comprises a purchase transaction.

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26. The non-transitory computer-readable medium according to claim 25, wherein the purchase transaction occurs over the Internet.

27. The non-transitory computer-readable medium according to claim 21, wherein a user action comprises submitting a comment.

28. The non-transitory computer-readable medium according to claim 21, wherein a user action comprises submitting a poll to users of the e-commerce network.

29. The non-transitory computer-readable medium according to claim 21, wherein a user action comprises expressing interest in an object.

30. The non-transitory computer-readable medium according to claim 21, wherein the set of personal characteristics comprise one or both of a brand preference of the user and an age of user.

31. The method according to claim 1, wherein the respective filtered information stream has a first mode and a second mode, and further comprising:
 enabling the first mode when a cursor on a display is positioned over a respective filtered information stream, wherein the first mode is capable of sharing the respective filtered information stream with other users, reporting the respective filtered information stream, and hiding the respective filtered information stream; and
 enabling the second mode when the cursor on the display is not positioned over the respective filtered information stream, wherein the second mode is capable of displaying an image, a text, or a graphic of the filtered information stream.

32. The method according to claim 1, wherein the set of personal characteristics for others are input by the plurality of users of the e-commerce network.

33. The method according to claim 1, wherein the set of personal characteristics of others include a relationship with a respective user and one or both of a brand and a style.

34. The method according to claim 1, comprising:
 grouping and displaying the respective newsfeed by object.

35. The method according to claim 34, wherein each object includes one or more stories.

36. The method according to claim 35, wherein one or more of the stories include one or more comments.

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